



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name

اسم الطالب: وليد محمد عبدالله القحطاني

Students I.D

الرقم الجامعي 2021200917

Section

Bachelor

Date

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Course Code

(CMM201)

COMMUNICATION SKILLS

Instructions:

- يغلق الواجب يوم الإثنين ١ مارس في تمام الساعة ٩ مساءً.
- الواجب سؤال واحد مقالي من ٤ درجات.
- لا تقل عدد الكلمات عن 400 كلمة ولا تزيد عن 600 كلمة.
- الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الإنجليزية.
- يُمنع منعاً باتاً نسخ الإجابة من أي مصدر آخر. عكس ذلك، سيتم إلغاء درجة الواجب تماماً.
- يرجى ضرورة تحويل هذا الملف بعد الإجابة إلى صيغة pdf بعد الانتهاء من الواجب ورفعته على المودل.

Instructor's Name: Dr. Merna Emad

Read the story below and, as you evaluate the passage below, consider whether this behavior is appropriate for this professional context.

Mark is a top-performing salesperson at a pharmaceutical supply company. As a reward for his performance, he is treated to a trip to the corporate office in California to meet the chief executive officer, Ms. Mills. Ms.

Mills is known around the office as the “Wicked Witch of the West” because of her short and sometimes abrasive demeanor. Mark’s coworkers share “horror stories” of their encounters with her, stating that she rarely makes eye contact, never smiles, and dislikes being approached unless she initiates the conversation.

Although he is excited to travel, he is also nervous about what he and Ms. Mills might talk about. He prepares by thinking about how he can share his sales strategies and techniques. On the day of the meeting, he waits patiently for Ms. Mills’s assistant to call him into her office. When he is escorted in to meet her, he is shocked to see a petite woman behind the large desk smiling back at him with kind eyes. He approaches, shakes her hand, and waits for her permission to sit. Ms. Mills is nothing like the horrible person they made her out to be. Ms. Mills asks Mark several thoughtful questions about why he is successful, ways the staff can be supported, and how the company fits in with his professional goals. Mark feels more and more comfortable as she leans forward to listen intently to what he is saying. Mark loosens his tie, crosses his legs, and begins sharing stories of how he feels his immediate supervisor has dropped the ball on more than one occasion and that the team would be better if more money were allocated to incentives and bonuses. Mark immediately sees Ms. Mills’s eyes begin to squint and her brow furrow. She stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

Answer the following question accordingly:

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?

According to Mike position I would act different than he did, because he seems to be over-relaxed with Ms. Mills. He did not share his sales strategies and techniques instead of that, he started talk about his supervisor and how he is not appreciated of his work. He should focus on his goals and be more professional communication.

2. Do you think Mark accurately evaluated the context? Why or why not?

I don't think he did, because his objective is to share his strategies and techniques but Unlike this he come up with his issues at his work and start complain. Also his behavior on setting is unprofessional, should be more formal. Due his behavior, his influence is effected the communication by showing his Physical context.

3. What communication factors led to the change in the chief executive officer's disposition?

The way of Mr. Mark behaves on his sitting also by start complain and talk about his supervisor all that factor led to change the CEO behavior. Mr. Mark didn't well define the Management type of Verbal and Nonverbal communication and he didn't assess what nonverbal signal to be accepted in his workplace. By assessing that his meeting could be more satisfaction and everyone happy.

4. How could the KEYS process help Mark improve his communication skills?

Mr. Mark should know himself by define the cues that he will display. Evaluate the nonverbal signal on your workplace also, your interaction of communications by thinking how to set ease when you start communicate and you can analyze your communications by think is everyone satisfied one you done from the meeting or not?