



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name Nour Nabeel Atieh نور نبيل عطيه

اسم الطالب

Students I.D 2021201695

الرقم الجامعي

Section

Date

Course Code

Bachelor

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(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?

If I were in mark's position, I will do differently, I will not loosen the tie, cross my legs, be slouch, lean back, and exaggerate of movements. I will not change my body languages, I will be polite, keep an even tone to my speech, keep my feet on the floor and my back against the lower back of the chair, and Respect the amount of personal space.

Also, I will talk about productivity optimization, but without any help of cash and motivation contributions. It will make the CEO think favorably and come up with the best response.

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

No, he is not, because his actions show that he is very comfortable and relaxed, these actions Violate the company policy and can bring wrong impression about him like he is informal person and he is a person can't handle the responsibility.

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

Change in behavioral situations, being comfortable and informal approach result to chief executive officer's disposition.

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

Key process will assist Mark to get the message of how the nonverbal communication and body language transfer to the receiver and change the idea about him. It will assist Mark for what must be done or not through the meeting with high profiled people such as a CEO. therefore, Mark will improve his communication skills and become clever in the similar scenario.