



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Bachelor

Date

18 / 02 / 2021

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?

I would definitely do the opposite. first of all, he shouldn't listen from his coworker about his CEO, he should have wait and experience himself. As a result of his coworker's fake stories, he lost the trust of his CEO which he could have use that on his side by preparing him self to talk more about positive things only.

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

I think he was doing very well until the minute he lost himself and loosed his tie. He seems very determine by traveling to meet the CEO despite what he heard. The fear he had and nervousness should not affect on him. He should believe on himself and start writing notes on what he must say and what is not.

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

By loosening his tie and having his legs crossed is of Corse a comfortableness buddy language sign, but it's also considered to be rude sign in this case. Because it happened with a high-profile

person not a friend or a colleague. A Physical appearance should be applied in these situations.

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

The first key is that having the courage and guts on believing himself and gain More confidence. As he is top salesman on the company that should not be a problem to him.

The second one is that he must evaluate the professions and understand the different between a colleagues and a CEO, also must know the chain of commands with respect to their personalities and nationalities.

Thirdly, about his interactions methods did not take a place while discussing his supervisor "dropped the ball" several time. He could have resent the issue in a deferent way without harming his supervisor rather than conveying the message badly.

Last one is, the feeling he got after Ms. Mills's asked her assistance to escort him out is, I'm sure is indescribable in here, knowing that he mis-behave and lost the opportunity of getting any advantage or accomplished something from this meeting.