



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name

اسم الطالب

Students I.D

الرقم الجامعي

Section

Date

Course Code

Bachelor

18 / 02 / 2021

(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?

A1. Of course, if you were in the same position as Mark, I would probably feel a little nervous about what was said about Ms. Mills, But I will go to meet her and avoid what anger her and meet her with confidence and professionalism. When Ms. Mills asks me about the reasons for my successes, I will tell her about the reasons and what I have been doing in my work with my colleagues, what I was distinguished from the rest of my colleagues. Also I should sit respectfully without loosening the tie and show her how much I respect her, her work And respect the time. in the end I hope that the interview .goes well

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

A2. Of course not, at the beginning of the interview he was good, but he felt arrogant until I took him to another direction, which is disrespecting the manager in terms of loosening the tie and crossing his legs and This means that he went against communication skills and he also was mistaken in a conversation about company secrets, which is not true at all. Then Ms. Mills got angry and immediately ended the discussion.

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

A3. The first factor is (privacy). Meaning that he did not preserve the privacy of the company he works for and began to expose the company's secrets elsewhere, and this behavior is of course incorrect. The second factor is (non-verbal communication). Meaning that he opened the necktie and seated incorrectly at an inappropriate time. The third factor is (personal area). He spoke with the manager as if he was talking to a friend in an unprofessional manner.

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

A4. Mark should know his (know yourself) reactions and mistakes he made, identify non-verbal cues and review the professional context (professional context). And how to talk with others, whether with

colleagues or with bosses at work, and he must specify how he interacts with the non-verbal signal with the colleagues and how the colleagues also interacts. And finally, reviewing himself whether I ended the .meeting correctly or not ? in order not to repeat the situation again

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