

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

Bachelor

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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?
 - ❖ I would not do the same as Mark's done because it is not uncommon for conflicts to arise between employees in the workplace. Ethically, Mark should not believe and listen to his colleagues at first place they are participating in unethical behavior.
2. Do you think Mark accurately evaluated the context? Why or why not?
 - ❖ No, I don't think Mark accurately evaluated the context because he is encourage unethical, sabotaging behavior among employees. And it is important to make the workplace a safe environment for everyone. So he should not judge Ms. Mills and take his colleagues stories about Ms. Mills seriously until he meet her.
3. What communication factors led to the change in the chief executive officer's disposition?
 - ❖ It is verbal communication and non-verbal communication where Mark made unethical behavior and he did not respect Ms. Mills in terms of nonverbal communication. Mark loosens his tie, crosses his legs which is led her to stands up abruptly and says in a gruff voice that their time is up and that her assistant will show him out.

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

K: Know yourself: It means actively assessing your skills as a communicator.

- ❖ Mark should develop his skills as a communicator and develop his weaknesses by not listening to others.

E. Evaluate the professional context: Educating people to meet their needs. The audience is proactive and understands professional limitations.

- ❖ Mark needs to understand the constraints of the communication the situation, as well as developing his skills for communicating with Ms. Mills by respecting her kindness to him.

Y. Your communication interaction: It requires you to monitor your own verbal and nonverbal cues

- ❖ Mark should monitor his own verbal and nonverbal cues because he will be in trouble if he stays continue his rude behavior.

S. Step back and reflect: allows you to slow down and It encourages you to examine the effectiveness of verbal and nonverbal messages.

- ❖ It will encourage Mark to examine the effectiveness of verbal and nonverbal messages he conveys with others. which will avoid him from falling into misunderstanding. So he should learn and start the process again, by developing his ability to adapt and improve continually.