



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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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?

I will not do the same. On the other hand I must be politely speaking and thinking of what will might happen with requests for permission and taking care of body language.

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

In my opinion Mark was good in the beginning, but when she make him feel comfortable and the vision that Mark saw it at first Mark thought he can speak and do what he's thinking to do, That's why ms.mills change her mind and get mad.

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

Communication skills with attitude and of course body language.

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

K-E-Y-S

-know yourself : he need to know more about ms.mills and take some precaution And remember the stories that he heard before he get into it.

-evaluate professional context : need to focus on company target not mention names (Mark supervisor and blaming them).

-ms.mills gave Mark good opportunity and he miss using it by removing his tie and raising his legs and saying his boss dropped the ball (nonverbal and verbal)

-step back and reflect: he step back and left the office (mark need to realize that he's going to CEO so he need to prepare for any circumstance. Mark don't know how to act or what he will do next.