



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

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 was in Mark's position, I wouldn't do the same of course. I would have acted more professional and wouldn't care too much about the coworkers's defamation . I would just keep everything formal and within the limits of the scope of work. I would have just answer the questions . Also, I would have keep my work's secrets and wouldn't talk about any of my bosses or coworkers in a bad way . I wouldn't be hasty to judge the character and the personality by just the outward appearance I would take some more time to analyse the person's personality and even though , I would keep it formal .I would be more cautious about my postures and my body language and give attention to her postures and her body language .

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

No, he didn't . He evaluated the professional context in a wrong way and acted wrongly as well. what Mark did was unprofessional. first, he shouldn't take what his coworkers said about Mrs.Mills seriously, all what he had to do was to take it into consideration , not to act on it. Secondly ,he shouldn't be so quick to judge her character and personality by her outward appearance only, he should take some more time and more signs to tell what her personality would be , even though he should keep it formal .Thirdly he shouldn't have talked about his intimidate supervisor in that way because he's exposing his immediate supervisor's privacy and it will show her that he is inefficient and unfaithful to his job and his company .Fourthly, talking about incentives and bonuses in a business meeting will show her that all his intentions is to earn more money and it's definitely something unprofessional especially that its the first time he meets Ms.Mills .

the way he changed his sitting from formal to informal posture (crossed his legs), physically rushed through speech ,and loosened his necktie were all unseemly.

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

The factors that led to the change in the behaviour of the CEO were the verbal communication and the non-verbal communication .Mark went to a lot of unnecessary topics ;he failed to build an effective communication; he made mistakes in both .he over talked and over shared . basically he forgot his position and started to talk lesser formal with a person who's in a higher position than him .he also was a little bit selfish and rude .He aslo made some wrong gestures and behaves ,so these mistakes led him to fail in the communication process and putted him in a hard situation that shows us how important are they and how carefully we should be with them.

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

It will help him in four ways just as the number of the letters word "KEYS " have . First: to know himself and define the type of nonverbal signs he shows to others , to be aware and careful to the small details and unconscious signs he makes. Second , to assess what nonverbal cues consider acceptable in the workplace , to keep an eye on how his coworkers and superiors convey nonverbal cues during workplace interaction . Also, measure how his nonverbal cues match with them . Third ,it will help him define how he and his partner react to each other's nonverbal signals ,and to know what will make him comfortable when he communicates with others .So, he would do the same with people in his workplace .Fourth , it will help him analyse his communication after the interaction ends and improve himself , and knows what he did right and what he did wrong so he can fix his wrongs.

ترجمة السؤال السابق

اقرأ القصة أدناه، وأثناء قيامك بتقييم القصة أدناه، فكر فيما إذا كان السلوك المُتبع أدناه مناسبًا للسياق المهني.

يعمل مارك كمندوب مبيعات ناجح في شركة توريد الأدوية. كمكافأة على أدائه، تم إرساله في بعثة عمل إلى مكتب الشركة في كاليفورنيا للقاء الرئيس التنفيذي، السيدة ميلز. تُعرف ميلز في المكتب باسم "ساحرة الغرب الشريرة" بسبب سلوكها القاسي في بعض الأحيان. يشارك زملاء مارك في العمل "قصص الرعب" عن لقاءاتهم معها، قائلين إنها نادرًا ما تتواصل بالعين، ولا تبتسم أبدًا، ولا تحب الاقتراب منها ما لم تبدأ المحادثة. على الرغم من أن مارك كان يشعر بالحماس للسفر، إلا أنه كان قلق أيضًا بشأن ما قد يحدث بينه وبين السيدة ميلز. ولكنه، ركز أن يستعد لعرض استراتيجيات وتقنيات البيع المختلفة في اجتماعه مع ميلز.

في يوم الاجتماع، انتظر بصبر مساعد السيدة ميلز للاتصال به في مكتبها. عندما دخل المكتب للقائها، صُدم لرؤية امرأة صغيرة الحجم خلف المكتب الكبير تبتسم له بعيون لطيفة. يقترب ويصافحها وينتظر إذنها بالجلوس. السيدة ميلز لا تبدو هذا الشخص المرعب الذي كان يسمع عنه. تسأل السيدة ميلز مارك عدة أسئلة مدروسة حول سبب نجاحه، والطرق التي يمكن بها دعم الموظفين، وكيف تتناسب الشركة مع أهدافه المهنية.

تشعر مارك براحة أكبر لأنها تميل إلى الأمام لتستمع باهتمام لما يقوله. قام مارك بفك رباطة عنقه، ووضع ساق على ساق أثناء المحادثة، وبدأ في مشاركة قصص عن شعوره بأن مديره المباشر قد أسقط الكرة في أكثر من مناسبة وأن الفريق سيكون أفضل إذا تم تخصيص المزيد من الأموال للحوافز والمكافآت. يرى مارك على الفور أن عيون السيدة ميلز تبدأ في التحول. ووقفت فجأة وقالت بصوت خشن أن وقتهم قد انتهى الآن.

أجب عن الأسئلة التالية وفقاً لذلك:

1. بالنظر إلى السياق المهني، ماذا كنت ستفعل الشيء نفسه و / أو بشكل مختلف إذا كنت مكان مارك؟

2. هل تعتقد أن مارك تصرف على نحو دقيق وقيم الموقف بدقة؟ لما ولما لا؟

3. ما هي عوامل الاتصال التي أدت إلى التغيير في تصرف الرئيس التنفيذي؟

4. كيف يمكن لعملية **KEYS** أن تساعد مارك في تحسين مهارات الاتصال لديه؟