



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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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

1. Given the professional context, what would you have done the same and/or differently if you were in Mark's position?

As a top-performing salesperson I would take in consideration the feedback that I received from previous meetings between Ms. Mills and colleagues and assess the non-verbal signals. Preparing to a meeting with the chief executive officer could be hard, but all point should be recorded before the meeting.

I will consider the main factors of communications, such as; communication skills, attitude, knowledge level and socio-culture system.

Finally, I would stick to the sales strategies and techniques that I have previously prepared and not fulfill all the point that needed to be discussed and shared.

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

In my opinion, Mark did not evaluate the situation correctly because of some communication barriers should be taken in consideration, such as organizational barriers. Delaying negative information and filtering the message before delivering the concept.

The first impression is not always accurate, he should follow steps of going through the discussion points and coming to the conclusion.

Other motivating methods could be offered such as vacations or anything other than money value.

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

First, not taking in consideration the non-verbal behavior, which led to the huge change, and ignoring the previous negative feedback from others.

Second, the unethical behavior in the workplace, such as ignoring the conflict of interests between listener and receiver, taking a side in an employee argument.

The time and location are not suitable and even his position does not allow hi, to talk about promotion, as it should be discussed with human resource department.

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

First, Mark should have known himself and defined the non-verbal causes he made or that Ms Mills displayed, which can be hard sometimes.

Second, Mark should have considered what is acceptable in the workplace from non-verbal signals and evaluated the situation. He should have noticed that his coworkers have noticed a certain non-verbal signal from Ms Mills

Third, Marks should take care of the communication interaction and how the receiver is reacting, he should ease the information or delay to accomplish his goal.

Fourth and last, Mark should have taken the reflect of his superiors and how that their meetings ended.