



# **SNS COLLEGE OF ENGINEERING**

**Kurumbapalayam (Po), Coimbatore – 641 107**

**An Autonomous Institution**

**Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**



## **DEPARTMENT OF MANAGEMENT STUDIES**

**COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

**I YEAR /I SEMESTER**

**UNIT 3- INDIVIDUAL BEHAVIOR**

**Topic 3.5 – PERCEPTION & PERSONALITY**



## PERCEPTION

### DEFINITION:

- ◀ Perception may be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning for their environment.
- ◀ Perception is the intellectual process
- ◀ Perception is the basic cognitive or psychological process
- ◀ Perception, being an intellectual and psychological process, becomes a subjective process

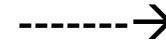
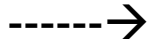


## PROCESS OF PERCEPTION

Perceptual  
outputs

Perceptual throughputs

Perceptual



Stimuli

Receiving , selecting ,  
organising ,interpreting

Actions

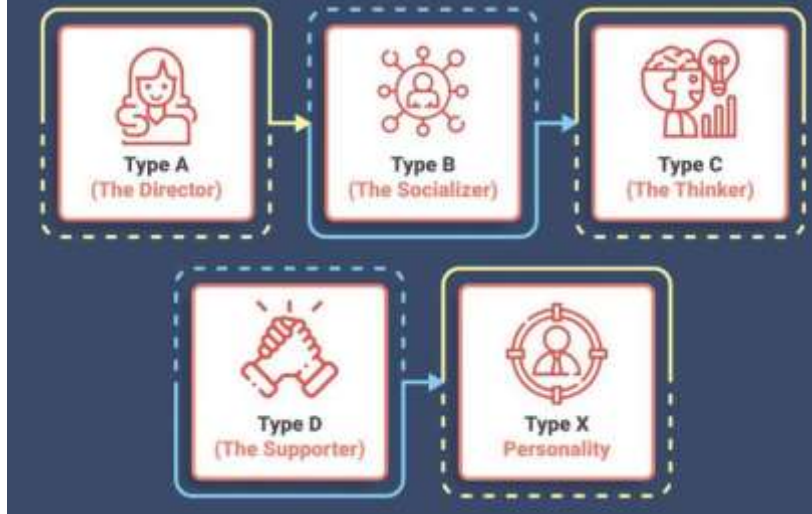


# PERSONALITY

Personality is a set of characteristics and tendencies that determine those commonalities and difference in behaviours (thoughts, feelings & action) of people that have continuity in time and that may not be early understood as the sole result of the social and biological pressure of the moment.



# TYPES OF PERSONALITY





## PERSONALITY TRAITS

1. Reserved Vs outgoing
2. Less intelligent vs more intelligent
3. Affected by feelings vs emotionally stable
4. Submissive vs dominant
5. Serious vs happy-go-lucky
6. Expedient vs conscientiousness
7. Timid vs venturesome
8. Tough mind vs sensitive
9. Trusting vs suspicious
10. Practical vs imaginative
11. Forthright vs shrewd
12. Self assumed vs apprehensive



## PERSONALITY TRAITS

- 13. Conservative vs experimenting
- 14. Group-dependent vs self sufficient
- 15. Uncontrolled vs controlled
- 16. Relaxed vs tense



## DETERMINANTS OF PERSONALITY OR FACTORS INFLUENCING PERSONALITY

1. Biological factors
2. Family and social factors
3. Cultural factors
4. Situational factors





**THANK YOU**