

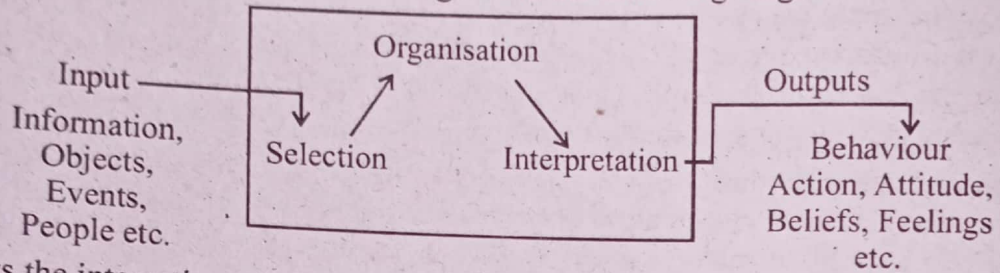
IMPORTANCE OF PERCEPTION

- Perception plays a very important role in shaping the personality of an individual.
- Perception is central in interpreting the world around us.
- Perception affects the outcome of our behaviour because we act on the basis of what we see.
- Managers should be able to distinguish between a perceived world and the reality.
- An understanding of perception is important to understand and control the human behaviour.

Q8. What are the process of perception?

Ans. Process of Perception :

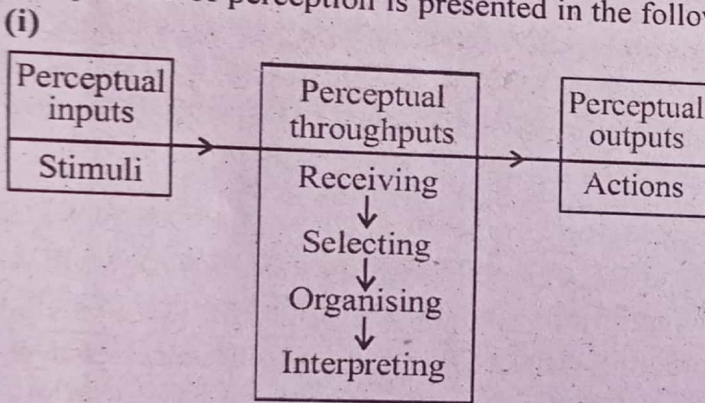
The simplified model of perceptual process is given in the following diagram.



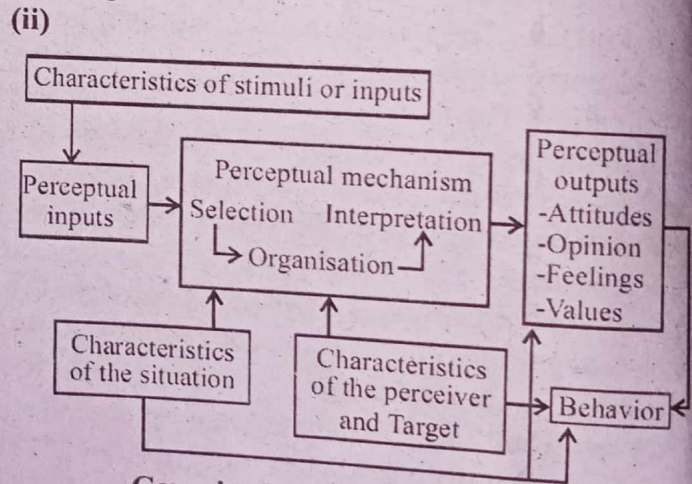
The above shows the interaction of four variables :

- (a) **Inputs** : The perceived inputs are objects, events, individuals etc that are received by the perceiver.
- (b) **Process** : The received inputs are processed through the selection, organisation and interpretation.
- (c) **Output** : Through the processing mechanism, the output is developed. They are feelings, actions, attitude, belief, etc.
- (d) **Behaviour** : Behaviour is dependent on these perceived outputs. The behaviour of the perceiver, in turn generate responses from the perceived and these responses give rise to a new set of inputs.

The process of perception is presented in the following two figure :



Simplified Process of Perception



Complex Process of Perception.

Perception Process has the following three basic Elements :