

## II. Type Theory:-

The type theory categorises people into different categories on the basis of physical attributes and psychological factors. The personality of a person is a reflection of these factors.

Two important type theories are:

1. Physiognomy Theory
2. Extrovert-Introvert Theory

1. Physiognomy Theory:- Popularised by Kretschmer and Sheldon, this theory draws relationship between personality of a person with his physical features of face and body.

According to them, there are 3 body types:

(a) Endomorph: He is a short, plump person whose weight is more in proportion to his height. Such people are affectionate, social, relaxed, jovial and are liked by everyone. They seek comfort in life and have a balanced temperament.

(b) Mesomorph: He is a strong, tough, muscular person fond of physical activity. He is self assertive, noisy and highly aggressive.

© Ectomorph: He is a tall and thin person who is physically weak but intellectually strong. Such persons have restrained behaviour. They are self-conscious and like solitude. They do not like socialising but are brilliant otherwise.

Though physical features can be related to personality of a person, this relationship is

Very delicate. It cannot be generalised. It is based on subjective bias of the managers who try to draw such relationships.

2. Extrovert-Introvert Theory: Classification of personalities on this basis is based on psychological factors, given by a Swiss psychologist, Carl Jung. He divides the personalities into extroverts and introverts. This classification deals with inter-personal relations and sociability of a person. While extroverts are more social, introverts are quiet. They are more into discussing intellect.

No person is generally completely an introvert or extrovert. People exhibit qualities that are a combination of both in varying degree. These are, thus, not separate type of personalities but lie on a continuum with extrovert at one end and introvert at the other end.

## III. Trait Theory :-

Traits are “distinctive internal qualities or characteristics of an individual, such as physical characteristics, personality characteristics, skills and abilities, and social factors.” Physical characteristics are personal appearance, age, height, complexion etc.

Personality characteristics are intelligence, dominance, confidence etc. Skills and abilities are the power of leaders to be clever, initiative, creative, persuasive and tactful.

Social factors include a person’s knowledge about his social environment and interpersonal skills.

Traits are largely stable and appear consistent in different situations. Thus, people's behaviour can be described on the basis of traits such as emotional, aggressive, timid sensitive etc.

A person's personality cannot be judged by a single trait It reflects a combination of many traits. Different people exhibit different traits. Traits, thus, distinguish from the other. One person

Though many traits are common to most of the people, some traits are unique and distinctive that make a person distinct. However, traits can be measured and, thus, used to predict individual behaviour.

Personality traits can be assessed in two ways:

1. Personality Inventory : People are asked same set of questions about their attitudes and behaviours. These questions are answered by the people themselves and rated in a given form. This helps in generating a personality inventory for each person and identifies traits. A person may be high on conscientiousness and emotional stability but low on openness.
2. Rating Scale : Some one else observes the traits of a person or evaluates him on the basis of what he knows about him. He forms his judgment on a rating scale.

This theory recognizes the personality of a person on the basis of research which attempts to establish relationship between personality traits and behaviour expected out of that set of traits.

Limitations:-

1. This theory is descriptive rather than analytical. It only describes the traits rather than analysing why a particular behaviour is the outcome of a specific trait.
2. Traits are not always the cause of behaviour, they may even be the result of it.