

JK Lakshmipat University, Jaipur

Centre for Communication and Critical Thinking

End Term Examination – December 2025

Course Code: CC1109

Course Title: Youth and Influence in Digital Age

Programme: BBA

Semester: 5th

Time: 2 Hours

Maximum Marks: 30

Instructions to Students

1. All questions carry equal marks.
2. Attempt **any THREE** questions from **Section A** and **any TWO** from **Section B**.
3. Marks are indicated against each question.
4. Support your answers with relevant examples and arguments.
5. Write legibly and be concise.

SECTION A

(Answer any THREE. Each question carries 5 marks.)

Q1.

a) Define the term *digital native* and explain how it shapes the way young people experience media and identity.

OR

b) What are *networked publics* (danah boyd)? Illustrate how they influence online youth communities.

(5 Marks – CO1, L2)

Q2.

a) Explain the relationship between *visual culture* and *influence* in contemporary social-media design.

OR

b) With reference to any Indian influencer, discuss how aesthetics and storytelling create audience trust.

(5 Marks – CO2, L3)

Q3.

a) Differentiate between *reach* and *resonance* in digital influence. Why is this distinction important for brand strategy?

OR

b) Explain Zuboff's idea of *surveillance capitalism*. How does it apply to youth interaction on social-media platforms?

(5 Marks – CO3, L4)

Q4.

a) What is *cancel culture*? Explain how it impacts both influencers and audiences in India.

OR

b) Discuss any one case where misinformation or unethical sponsorship affected an influencer's credibility.

(5 Marks – CO3, L3)

SECTION B

(Answer any TWO. Each question carries 7.5 marks.)

Q5.

a) Analyze any one influencer campaign (*BoAt, CRED, Mamaearth, Urban Company or a company of your choice*). Discuss its visual design, message, and audience-engagement strategy.

OR

b) Compare the use of influencers in political vs. cause-based campaigns in India (2019–2024). What trends do you notice?

(7.5 Marks – CO4, L5)

Q6.

a) Design a **mock influencer campaign** for a social cause or college event. Outline the influencer fit, platform, message, and expected metrics.

OR

b) As a young creator, what ethical challenges might you face when designing content for visibility?

(7.5 Marks – CO5, L6)

Q7.

a) Reflect on what you have learned about *digital influence* through this course. How do design and power intersect in online culture?

OR

b) Explain how studying *digital ethnography* helps us understand the influencer ecosystem.

(7.5 Marks – CO5, L5)

Total Marks: 30

End of Paper