



**Department of Business Studies**

**Report  
On  
Debate on “Digital Marketing: Influence or Manipulation”**

The Department of Business Studies has organized a Debate on “Digital Marketing: Influence or Manipulation” on 29th January, 2026 from 2:00 pm to 3:30 pm for the students of B.com under the guidance of chairperson, Dr. Rajiv Sindwani. Dr. Manisha Goel and Ms. Megha Swain, faculty members, Department of Business Studies coordinated the event along with student coordinators Khushboo and Neha.

**J.C. BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD**



A Haryana State Government University  
(Accredited A+ Grade By NAAC)

**Department of Business Studies**



**Digital Marketing : Influence or Manipulation**

(In Alignment with SDG 9: Industry, Innovation and Infrastructure)



**Date : January 29, 2026 | Time : 2:00 p.m. onwards**  
**Venue : Conference Room, Department of Business Studies**

Dean  
**Prof. Ashutosh Dixit**

Chairperson  
**Dr. Rajiv Sindwani**

Faculty coordinators  
**Dr. Manisha Goel**  
**Ms. Megha Swain**

Student coordinators  
**Neha**  
**Khushboo**

The competition aimed to provide a platform for students to hone their public speaking skills and engage in critical thinking. Participants must analyse information, identify strengths and weaknesses in arguments, and construct logical counter arguments. This mental workout strengthens the ability to think on your feet and approach problems from multiple angles and exposes you to diverse viewpoints. By considering opposing arguments, you gain a broader perspective on issues and develop the ability to see things from different angles. This fosters intellectual growth and a more learned approach to differing opinions. The debate sought to highlight how digital platforms serve as key tools in modern society, and the activity focuses on the importance of public discussion for students to engage with and understand the implications of digital marketing . A total of 21 students of B.Com (H) enthusiastically participated in the competition.



The aim of organizing the competition was to improve the public speaking skills of the students and teach them to articulate while expressing their thoughts and opinions. The session was the kaleidoscope of opinions, thoughts, and perspective that enhanced the knowledge and understanding of digital marketing among students. The competition witnessed active participation from students.

The primary objective of conducting this debate was to provide students with a comprehensive understanding of the pervasive influence of digital marketing and its direct impact on consumer behaviour. This activity helped the students critically analyze the dual role of digital platforms in either bridging cultural divides or amplifying conflicts. It sought to highlight how social networks serve as powerful tools that can be leveraged to promote the core values of SDG 9, such as industry, innovation and infrastructure. Ultimately, the activity focused on the importance of constructive public discourse, encouraging students to actively engage with and understand the ethical implications of their digital footprint.



To balance spontaneity with fairness, participants were given a maximum of sixty seconds to prepare their thoughts. This short period encouraged them to swiftly organize their ideas, create a structure for their speech, and gather relevant information. The speaking time typically ranged to ninety seconds. This time constraint compelled participants to convey their thoughts concisely and effectively within the stipulated duration. The core of any competition lies in the evaluation process. The criteria used to determine the winner were Content, Presentation, Confidence, Clarity and Time Limit. The competition was judged by Ms. Megha Swain.



In conclusion, the debate on " Digital Marketing: Influence or Manipulation " has provided students with a valuable opportunity to critically analyze the societal impact of digital platforms. For the students, this discussion was essential as it helped them become aware of the dual-edged nature of social networks—highlighting their potential to build global communities as well as their capacity to spread misinformation. By engaging in these thoughtful discussions, students could develop a better understanding of their roles as responsible digital citizens and how their online behaviors can influence peace and unity in the broader world.

### Results

<b>Name of Competition</b>	<b>Position</b>	<b>Name of Student</b>
Debate: Social media ( <b>For the motion</b> )	1st	Anishka
Debate: Social media ( <b>For the motion</b> )	2nd	Aditi, Shruti
Debate: Social media ( <b>Against the motion</b> )	1st	Versha
Debate: Social media ( <b>Against the motion</b> )	2nd	Shivam

## LISTOF PARTICIPANTS

<b>S.No.</b>	<b>Name of the student</b>
1	Aditi
2	Yogita
3	Mehak
4	Anishka
5	Nikita
6	Garima Saini
7	Garima Rana
8	Shruti
9	Somya
10	Dhairya
11	Garima Chaudhary
12	Versha
13	Shivam
14	Ankit
15	Tushar
16	Aastha
17	Grishika
18	Prachi
19	Aditya
20	Riya
21	Monika

**J C BOSE UNIVERSITY OF SCIENCE AND TECHNOLOGY, YMCA, FARIDABAD, HARYANA****DEPARTMENT OF BUSINESS STUDIES****DIGITAL MARKETING: INFLUENCE OR MANIPULATION****DEBATE**

<b>S. NO.</b>	<b>NAME</b>	<b>CLARITY AND STRUCTURE (25)</b>	<b>RELEVANCE OF CONTENT (25)</b>	<b>CRITICAL THINKING (25)</b>	<b>PRESENTATION SKILLS (25)</b>	<b>TOTAL (100)</b>
<b>FOR THE MOTION</b>						
1	Aditi	20	20	18	24	82
2	Yogita	18	20	21	19	78
3	Mehak	18	15	17	10	60
4	Anishka	21	22	21	21	85
5	Nikita	18	20	20	21	79
6	Garima Saini	15	18	16	21	70
7	Garima Rana	18	17	15	15	65
8	Shruti	20	21	20	21	82
9	Somya	15	15	15	15	60
10	Dhairya	19	18	17	16	70
<b>AGAINST THE MOTION</b>						
1	Garima Chaudhary	20	21	19	18	78
2	Versha	24	18	20	20	82
3	Shivam	20	20	20	20	80
4	Ankit	10	9	11	10	40
5	Tushar	12	13	12	13	50
6	Aastha	15	20	18	22	75
7	Grishika	18	15	19	16	68
8	Prachi	18	16	17	19	70
9	Aditya	15	18	17	10	60
10	Riya	20	21	18	16	75
11	Monika	16	15	19	20	70