Module -1

**Quesution 1: Please break down the URLs listed below. (list-out Protocol, Domain, TLD)**

**Answers :**

(**Q.1) https://www.flipkart.com/**

Ans : https : protocol (Hyper Text Transfer Protocol Secure)

www : subdomain

flipkart : domain (name)

com : TLD (Top Level Domain)

**(Q.2) https://www.irctc.co.in/**

Ans : https : protocol (Hyper Text Transfer Protocol Secure)

www : subdomain

johnlewispartnership : domain (name)

co.uk : TLD (Top Level Domain)

**(Q.3) https://www.allegro.pl/**

Ans: https : protocol (Hyper Text Transfer Protocol Secure)

www : subdomain

allegro : domain (name)

pl : TLD (Top Level Domain)

**(Q.4) https://www.johnlewispartnership.co.uk/**

Ans: https : protocol (Hyper Text Transfer Protocol Secure)

www : subdomain

johnlewispartnership : domain (name)

co.uk : TLD (Top Level Domain)

**(Q.5) https://www.uidai.gov.in**

Ans : https : protocol (Hyper Text Transfer Protocol Secure)

www : subdomain

uidai : domain (name)

gov.in : TLD (Top Level Domain)

**Quesution 2 : What is HTTPS/SSL Update?**

**Answer :** HTTP (HyperText Transfer Protocol)

• A protocol used for transferring data between a web browser and a website.

• Example: http://www.example.com

• Not secure as data is sent in plain text.

• SSL (Secure Sockets Layer)

• A security technology that encrypts data for safe transmission.

• When SSL is enabled, HTTP becomes HTTPS (https://).

• Example: https://www.example.com

• Ensures data privacy and security by encrypting information.

**Quesution 3 : List out 10 famous browsers used worldwide**

**Answer :** 1. Google Chrome

2. Mozilla Firefox

3. Microsoft Edge

4. Apple Safari

5. Opera

6. Brave

7. Vivaldi

8. Samsung Internet Browser

9. UC Browser

10. Tor Browser

**Quesution 4 : Create a Customer Persona & identify Brand Details for the given brands.** Brand : Disney+ Hotstar and Tata 1 MG

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| --- | --- | --- | --- | --- |
| **Brand Analysis** | | | | |
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| This is a **individual project** which covers all the topics you have learnt so far in the Live Classes | | | | |
| You need to do **competitor research**, create a **customer persona** & identify **brand details** for  **(a) Disney+ Hotstar  (b) Tata 1 MG** | | | | |
|  | |  |  |  |
| **(a) Disney+ Hotstar** | <https://www.hotstar.com/in> |  |  |  |
| **(b) Tata 1 MG** | <https://www.1mg.com/> |  |  |  |
|  | |  |  |  |
| **Submission Details** | (1) Please make a **Google Form** for the **Market Survey** for both brands separately. **(2 forms have to be made 1 for each brand)** |  |  |  |
| (2) Please click on **File** -> **Make a copy** -> Rename the Document to Your Name\_Minor Project: Brand Analysis |  |  |  |
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**Answer :** [15 sep\_ mahek \_dm.xlsx](15%20sep_%20mahek%20_dm.xlsx)