

DIGITAL MARKETING ASSIGNMENT

MODULE-1

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

- Listing Out The Protocol, Domain and TLD For <https://www.flipkart.com/>
- Protocol :- https
- Domain :- flipkart.com
- TLD :- .com
- Listing Out The Protocol, Domain and TLD for <https://www.irctc.co.in/>
- Protocol :- https
- Domain :- irctc.co.in
- TLD :- .in
- Listing Out the Protocol Domain and TLD for <https://allegro.pl/>
- Protocol :- https
- Domain :- allegro.pl
- TLD :- .pl
- Listing Out the Protocol Domain and TLD for <https://www.johnlewispartnership.co.uk/>
- Protocol :- https
- Domain :- johnlewispartnership
- TLD :- .uk
- Listing Out The Protocol Domain and TLD for <https://www.uidai.gov.in/>
- Protocol :- https
- Domain :- uidai
- TLD :- .in

(2).What is HTTPS/SSL Update?

Ans. The **HTTPS/SSL update** typically refers to changes or improvements involving website security using HTTPS and SSL/TLS protocols.

(3). List out 10 famous browsers used worldwide.

Ans.

- Google Chrome
- Apple Safari
- Microsoft Edge
- Mozilla Firefox
- Opera
- Samsung Internet
- Brave
- UC Browser
- Vivaldi
- Tor Browser

(4). Create a Customer Persona & identify Brand Details for the given brands.

Brand: Disney + Hotstar and Tata 1 MG

Here's a **Customer Persona** and **Brand Details** for each brand:

(A) Disney+ Hotstar

Customer Persona

Name: Rohan Mehta

Age: 28

Location: Mumbai, India

Occupation: Software Developer

Income: ₹10–15 LPA

Marital Status: Single

Education: B.Tech in Computer Science

Tech Savviness: High

Media Habits:

- Watches sports (especially IPL, football)
- Binge-watches web series and movies on weekends
- Uses multiple OTT platforms
- Prefers mobile streaming

Brand Details

- **Brand Name:** Disney+ Hotstar
- **Industry:** OTT (Over-the-Top) Streaming Service
- **Target Audience:** Urban millennials, sports fans, families, regional content viewers
- **Unique Selling Proposition (USP):**
 - Exclusive streaming rights to live sports (IPL, cricket)
 - Combo of Disney content, Indian originals, and regional shows
 - Tiered pricing model for different viewer needs
- **Tone of Voice:** Entertaining, energetic, and inclusive

(B) Tata 1MG

Customer Persona

Name: Neha Sharma

Age: 35

Location: Delhi, India

Occupation: Working Mother, HR Manager

Income: ₹8–12 LPA

Marital Status: Married, 2 kids

Education: MBA in HR

Tech Savviness: Medium

Health Focus: High – values convenience, reliability

Brand Details

- **Brand Name:** Tata 1MG
- **Industry:** Online Healthcare & E-Pharmacy
- **Target Audience:** Health-conscious adults, caregivers, working professionals, elderly
- **Unique Selling Proposition (USP):**
 - Trusted by Tata, known for authentic medicines
 - All-in-one platform: medicines, lab tests, doctor consultations
 - Easy-to-use app with fast delivery
- **Tone of Voice:** Trustworthy, caring, professional