**Module 1**

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

**TLD) .**

https://www.flipkart.com/

https://www.irctc.co.in/

https://www.allegro.pl/

https://www.johnlewispartnership.co.uk/

<https://www.uidai.gov.in/>

### 1. <https://www.flipkart.com/>

* **Protocol**: https
* **Domain**: www.flipkart.com
* **TLD**: .com

### 2. <https://www.irctc.co.in/>

* **Protocol**: https
* **Domain**: www.irctc.co.in
* **TLD**: .in  
  (Note: *.co.in* is a second-level domain under the country code *.in*)

### 3. <https://www.allegro.pl/>

* **Protocol**: https
* **Domain**: www.allegro.pl
* **TLD**: .pl (Poland)

### 4. <https://www.johnlewispartnership.co.uk/>

* **Protocol**: https
* **Domain**: www.johnlewispartnership.co.uk
* **TLD**: .uk  
  (Note: *.co.uk* is a second-level domain under the country code *.uk*)

### 5. <https://www.uidai.gov.in/>

* **Protocol**: https
* **Domain**: www.uidai.gov.in
* **TLD**: .in  
  (Note: *.gov.in* is used by Indian government entities under the *.in* TLD)

**(2). What is HTTPS/SSL Update?**

*  **HTTPS** is the secure version of HTTP.
*  It uses **SSL/TLS encryption** to protect data sent between a user’s browser and the website.

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

1. **Google Chrome** – Developed by Google; known for speed, simplicity, and integration with Google services.
2. **Mozilla Firefox** – Open-source browser by Mozilla; known for privacy features and customizability.
3. **Apple Safari** – Default browser on Apple devices; optimized for macOS and iOS performance.
4. **Microsoft Edge** – Successor to Internet Explorer; built on Chromium, with strong Windows integration.
5. **Opera** – Known for its built-in VPN, ad blocker, and data-saving features.
6. **Brave** – Privacy-focused browser that blocks ads and trackers by default.
7. **Vivaldi** – A highly customizable browser based on Chromium, aimed at power users.
8. **Tor Browser** – Focuses on anonymity and privacy by routing traffic through the Tor network.
9. **Samsung Internet** – Popular on Samsung and other Android devices; known for good performance and features.
10. **UC Browser** – Widely used in Asia; known for fast download speeds and data compression (though privacy concerns exist)

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

Brand : Disney+ Hotstar and Tata 1 MG

### ****. Disney+ Hotstar****

#### 🧑‍💼 **Customer Persona**

* **Name:** Ananya Sharma
* **Age:** 28
* **Occupation:** Marketing Executive
* **Location:** Mumbai, India
* **Income:** ₹8 LPA
* **Education:** MBA, Media & Marketing
* **Tech Savviness:** High
* **Devices Used:** Smartphone, Smart TV, Laptop
* **Personality Traits:** Entertainment-loving, multitasker, socially active
* **Goals:**
  + Stay updated with the latest web series & movies
  + Watch live sports (especially cricket)
  + Use OTT platforms for stress relief
* **Pain Points:**
  + Irregular content availability across platforms
  + Ads interrupting the viewing experience (for free version)
* **Media Habits:**
  + Spends ~2 hours/day on OTT
  + Active on Instagram, YouTube, Twitter
  + Binge-watches shows on weekends

#### 🏷️ **Brand Details**

* **Brand Name:** Disney+ Hotstar
* **Industry:** OTT Streaming
* **Target Audience:** 18–45 years, urban, tech-savvy, mobile-first users
* **Core Offerings:**
  + Live sports (especially IPL, cricket)
  + Movies & Series (Hollywood, Bollywood, regional)
  + Disney Originals & kids’ content
* **Brand Personality:** Energetic, Entertaining, Diverse
* **Positioning Statement:**  
  “Your one-stop destination for entertainment, from cricket to cinema.”
* **Competitors:** Netflix, Amazon Prime Video, JioCinema, Sony LIV
* **Unique Selling Proposition (USP):**
  + Exclusive sports streaming (cricket rights)
  + Multilingual & regional content
  + Affordable subscription plans