

MODULE-1

(Q-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/>

((ANS))

→ <https://www.flipkart.com/>

-Protocol: https

-Sub Domain: www

-Domain: flipkart

-TLD: .com

→ <https://www.irctc.co.in/>

-Protocol: https

-Sub Domain: www

-Domain: irctc

-TLD: co.in

→ <https://www.allegro.pl/>

-Protocol: https

-Sub Domain: www

-Domain: allegro

-TLD: .pl

→ <https://www.johnlewispartnership.co.uk/>

-Protocol: https

-Sub Domain: www

-Domain: johnlewispartnership

-TLD: co.uk

→ <https://www.uidai.gov.in/>

-Protocol: https

-Sub Domain: www

-Domain: uidai

-TLD: .gov.in

(Q-2). What is HTTPS/SSL Update?

((ANS))

1. HTTP (HyperTextTransfer 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.

2. 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.

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

((ANS))

01. CHROME
02. FIREFOX
03. BRAVE
04. MICROSOFT EDGE
05. OPERA

06. UC BROWSER
07. SAFARI
08. Vivaldi
09. Samsung Internet
10. Tor Browser

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

Brand : Disney+ Hotstar and Tata 1 MG

((ANS))

1) Disney+ Hotstar :-

Customer Persona :

Name: "Binge-Watcher Bharat"

- **Demographics:**
 - **Age: 22–35 years old.**
 - **Location: Metro or Tier-1 City (Mumbai, Delhi, Bangalore).**
 - **Income: Middle to Upper-Middle Class (Disposable income for subscriptions).**
 - **Occupation: IT Professional / Corporate Employee.**
- **Psychographics (Interests & Behavior):**
 - **The "FOMO" Factor: Needs to watch the latest Marvel movie or *Game of Thrones* prequel immediately to avoid spoilers on Twitter/X.**

- **Weekend Ritual:** Binges entire seasons of web series on weekends; watches quick episodes during commute.
- **Values:** Quality over quantity; prefers 4K streaming and hates buffering/ads.
- **Pain Points:**
 - "I have too many subscriptions (Netflix, Prime, etc.) – is this one worth it?"
 - Fear of missing out on pop-culture conversations at the office.

Brand Details :

- **Brand Name:** Disney+ Hotstar
- **Industry:** OTT / Video Streaming
- **Brand Archetype:** The Magician (Delivering wonder, magic, and transformation through stories).
- **Unique Selling Proposition (USP):**
 - **The Content Moat:** The only place to stream the "Big Three" franchises: *Marvel, Star Wars, and Disney Animation*.
 - **"Glocal" Balance:** High-budget International hits merged with premium Indian originals (*Hotstar Specials*).
- **Tone of Voice:** Premium, Emotional, Exciting, Family-Centric.
- **Key Competitors:** Netflix (Premium global), JioCinema (Sports/Free mass market), Amazon Prime (Value bundle).

2) TATA 1 MG :-

Customer Persona :

Name: Anshul Sharma (Archetype)

Demographics: Male/Female, 28–45 years old, Tier 1 & Tier 2 cities (Metro focus).

Occupation: Working professional with a busy schedule.

Role: Family health manager (cares for aging parents, spouse, and children).

Psychographics:

- **Values:** Trust, convenience, and authenticity.
- **Pain Points:** Lack of time to visit physical shops, fear of counterfeit drugs, difficulty managing chronic prescriptions for parents.
- **Motivation:** Needs a reliable "one-stop-shop" for all medical needs (Meds + Labs + Advice) delivered to the doorstep.

Digital Behavior: High mobile usage, searches Google for symptoms/medicine info, responds to preventative health checkup ads, values effortless UX.

Brand Details :

Brand Name: Tata 1mg

Tagline: *Bringing Care to Health*

Brand Archetype: **The Sage** (Expert/Knowledgeable) & **The Caregiver** (Supportive/Protective).

Brand Voice:

- **Trustworthy:** Backed by the "Tata" legacy.
- **Empathetic:** Focuses on "Care" rather than just commerce.
- **Authoritative:** Medical content is verified by experts.
- **Transparent:** Clear pricing and authentic information.

