

# 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)**

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

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Example: <http://www.example.com>

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Not secure as data is sent in plain text.

**2. SSL (Secure Sockets Layer)**

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A security technology that encrypts data for safe transmission.

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

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Example: <https://www.example.com>

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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.

