

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

Ans) i) <https://www.flipkart.com/>

Protocol :- https://

Domain :- [flipkart.com](https://www.flipkart.com/)

Sub - domain :- www.

TLD(Top Level Domain) :- .com

ii) <https://www.irctc.co.in/>

Protocol :- https://

Domain :- [irctc.co.in/](https://www.irctc.co.in/)

Sub - domain :- www.

TLD :- .in

iii) <https://www.allegro.pl/>

Protocol :- https://

Domain :- [allegro.pl/](https://www.allegro.pl/)

Sub - domain :- www.

TLD :- .pl

iv) <https://www.johnlewispartnership.co.uk/>

Protocol :- https://

Domain :- [johnlewispartnership.co.uk/](https://www.johnlewispartnership.co.uk/)

Sub - domain :- www.

TLD :- .uk

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

Protocol :- https://

Domain :- [uidai.gov.in/](https://www.uidai.gov.in/)

Sub - domain :- www.

TLD :- .in

(2). What is HTTPS/SSL Update?

HTTPS means “ Hypertext Transfer Protocol” and SSL means Security Socket Layer which protects the data from hackers and keeps the data safe.

Ans) The HTTPS/SSL update means that websites are moving from old, unsafe connections (HTTP) to safer, locked connections (HTTPS).

In simple words:

- SSL = the technology that adds safety.
- HTTPS = the safe version of a website link.

Think of it like this :-

- Before the update:
Websites were like sending postcards — anyone could read your message.
- After the update:
Websites became like sealed envelopes — only you and the website can read your information.

Why the update was important:

- It protects your data from hackers.
- It keeps websites more secure.
- It shows a lock icon  in the browser.

The HTTPS/SSL update made the internet safer by locking and protecting your connection to websites.

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

Ans)

1. Google Chrome
2. Mozilla Firefox
3. Microsoft Edge
4. Opera
5. Brave
6. Vivaldi
7. Internet Explorer
8. Samsung Internet
9. UC Browser
10. Safari

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

Brand : Disney+ Hotstar and Tata 1 MG.

Ans)

★ 1. Disney+ Hotstar

Brand Details

- What it is: An online app where people can watch movies, TV shows, live cricket, and web series.
 - What it offers: Bollywood movies, regional shows, kids' content, international content, and sports (especially cricket).
 - Target audience: Families, youth, kids, sports lovers.
 - Brand tone: Fun, friendly, family-focused, entertainment-centered.
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★ Customer Persona

Persona Name: Rahul – The Entertainment Lover

- Age: 22
 - Location: Big city (like Mumbai, Delhi, Bengaluru)
 - Job: College student or young professional
 - Interests: Cricket, movies, binge-watching shows
 - Goals: Wants affordable, easy entertainment anytime
 - Pain Points:
 - Doesn't want expensive subscriptions
 - Wants fast streaming without buffering
 - Why he uses Disney+ Hotstar:
 - Live cricket
 - Latest movies and shows
 - Easy to use on mobile
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★ 2. Tata 1mg

Brand Details

- What it is: An online healthcare platform where people can buy medicines, book lab tests, and talk to doctors.
 - What it offers:
 - Medicines
 - Health checkups
 - Online doctor consultation
 - Health information
 - Target audience: Anyone needing medicines or medical help at home.
 - Brand tone: Trustworthy, simple, health-focused.
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★ Customer Persona

Persona Name: Meena – The Careful Caregiver

- Age: 38
 - Location: Tier 1 or Tier 2 city
 - Job: Working mother
 - Interests: Family care, health and wellness
 - Goals:
 - Wants easy access to medicines
 - Wants reliable health tests at home
 - Pain Points:
 - Busy schedule
 - Hard to visit physical medical stores
 - Why she uses Tata 1mg:
 - Easy home delivery of medicines
 - Trusted Tata brand
 - Clear information and discounts
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A customer persona is a simple, imaginary character that represents your ideal customer.

A customer persona is like creating a fake person who shows the type of customer who will buy your product. It is like to collect some information from users related to brands like dmart etc. or products or services.

You give this person:

- a name
- an age
- what they like
- what problems they face
- and why they would use your product

★ Why do we use it?

Because it helps brands understand:

- who they are selling to
 - what the customer wants
 - how to talk to them
 - what features will make them happy
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1. Know Your Business Model (How You Earn Money)

First understand what your business does and how it earns—selling products, offering services, subscriptions, etc. like B2B, B2C, C2B, C2C

This helps you know what kind of customer you need.

2. Study Your Competitors

Look at brands similar to yours.

See who they are targeting, what customers like about them, and what customers complain about.

This gives clues about your own ideal customer.

3. Identify Your Target Segment (Who You Want to Reach)

Decide the group of people you want to sell to.

This includes their age, place, job, lifestyle, and needs.

4. Find Your USP (Unique Selling Proposition)

Figure out what makes your product special or different from others.

Your persona should be someone who values that unique benefit.

5. Understand Customer Needs & Problems

Think about what problems your customer faces and how your product can help.

This helps you build a more real and useful customer persona.

6. Define Your Brand Personality (Brand's Character)

Decide how your brand should “feel.”

Is it friendly? Fun? Serious? Professional?

Your customer persona should match this vibe.

7. Decide the Tone of Voice (How Your Brand Speaks)

Choose the style of language you will use—simple, funny, emotional, formal, etc.

Your persona helps you know which tone your customers will like.
