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.

Customer_Persona_Comparison.xls - Google Sheets