

Diploma in Digital Marketing

Assignment Term-1

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/>

(2). What is HTTPS/SSL Update?

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

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

Brand : [Disney+ Hotstar and Tata 1 MG](#)

Submissions Details:

1. Please click on File -> Make a copy -> Rename the Document to Your Name.
2. Once you are done with your task, click on File -> Download the file in (Microsoft Excel.xlsx) extension, and download the file on your computer.
3. Paste the PPT link below and hit the Submit button on the (<https://careercenter.tops-int.com/>).

Ans1:-

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

Protocol(secure)= https

Subdomain= www

Domain= flipkart

Top Domain (LTD)= com

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

Protocol(secure)= https

Subdomain= www

Domain= irctc.co

Top Domain (LTD) = in

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

Protocol(secure)= https

Subdomain= www

Domain= allegro

Top Domain (LTD) = pl

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

Protocol(secure)= https

Subdomain= www

Domain= johnlewispartnership.co

Top Domain (LTD) = uk

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

Protocol(secure)= https

Subdomain= www

Domain= uidai.gov

Top Domain (LTD) = in

Ans2:

HTTPS Process of renewing or upgrading the security certificate on a website, which is used to enable the "HTTPS" protocol.

SSL- Secure Sockets Layer essentially ensuring secure communication between a user and the website by encrypting data transmitted over the internet.

Ans3:

Following popular internet browsers used worldwide

- (1) Firefox
- (2) Chrome
- (3) Internet Explorer
- (4) Edge
- (5) Safari
- (6) Opera
- (7) Samsung Internet
- (8) Brave
- (9) Maxthon
- (10) UC Browser

(5). **Ans4:** Customer Persona & identify Brand Details for the Jio+ Hotstar and Tata 1 MG brands. Document link is below.

https://docs.google.com/spreadsheets/d/1UXB1fZ5kVS1EKorkDVto7hUUKdd0YB4SN-G9skXTcAl/edit?usp=drive_link

