

Diploma in Digital Marketing Assignment Term-1

# Module -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/>

#### What is HTTPS/SSL Update?

1. **List out 10 famous browsers used worldwide.**
2. **Create a Customer Persona & identify Brand Details for the given brands.**

Brand : [Disney+ Hotstar and Tata 1 MG](https://docs.google.com/spreadsheets/d/168NrxsrvszUivBwzvMiLMX5Rs0gG57ddLi12FQCS0S4/edit?usp=sharing)

**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
11. **Ans4:** Customer Persona & identify Brand Details for the [Jio+ Hotstar and Tata 1 MG](https://docs.google.com/spreadsheets/d/168NrxsrvszUivBwzvMiLMX5Rs0gG57ddLi12FQCS0S4/edit?usp=sharing) brands. Document link is below.

https://docs.google.com/spreadsheets/d/1UXB1fZ5kVS1EKorkDVto7hUUKdd0YB4SN-G9skXTcAI/edit?usp=drive\_link