

Digital Marketing Assignment

Module-1

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

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

https - protocol, www -subdomain, flipkart. -domain, com/ -TLD

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

https - protocol, - www - subdomain, irctc.co -domain, in/ -TLD

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

https: - protocol, www - subdomain, allegro. -domain, .- pl/ -TLD

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

Https: - protocol, www -subdomain, johnlewispartnership.co -domain, uk/ -TLD

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

Https: - protocol, www - subdomain, uidai.gov. -domain, in - TLD

(2). What is HTTPS/SSL Update?

Answer-HTTPS (Hypertext Transfer Protocol Secure) and SSL (Secure Sockets Layer) are protocols that help secure data sent over the internet:

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

Answer-

- Firefox.
- Google Chrome.
- Microsoft Edge.
- Apple Safari.
- Opera.
- Brave.
- Vivaldi.
- DuckDuckgo.
- Safari
- Chrome OS Browser

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

Brand :

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

[ANAMIKA Customer Persona Brand Analysis .xlsx](#)

[Google forms](#)