

Digital Marketing Assignments

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/>

Ans:

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

Protocol: https

Domain: flipkart

TLD (Top-Level Domain): .com

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

Protocol: https

Domain: irctc

TLD (Top-Level Domain): .co.in

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

Protocol: https

Domain: allegro

TLD (Top-Level Domain): .pl

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

Protocol: https

Domain: johnlewispartnership

TLD (Top-Level Domain): .co.uk

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

Protocol: https

Domain: uidai

TLD (Top-Level Domain): .gov.in

2) What is HTTPS/SSL Update?

Ans:

1)HTTPS (Hypertext Transfer Protocol Secure):

HTTPS is an extension of HTTP, the protocol used for transmitting data between a web server and a web browser.

2)SSL (Secure Sockets Layer):

SSL is a cryptographic protocol that ensures secure communication over a computer network.

The HTTPS/SSL update involves migrating websites from the traditional HTTP protocol to HTTPS, thereby providing a more secure browsing experience for users. This update has become increasingly important due to rising concerns about data privacy and security breaches. Search engines like Google also prioritize websites with HTTPS in their search rankings, encouraging website owners to make the switch.

3) List out 10 famous browsers used worldwide.

Ans:

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