**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.flipkart.com/)

https: - //www. - irctc. - co.in/

[https: - //www. - allegro. - pl/](https://www.allegro.pl/)

[https: - //www.- johnlewispartnership -.co.uk/](https://www.johnlewispartnership.co.uk/)

[https: - //www. - uidai. - gov.in/](https://www.uidai.gov.in/)

(Protocol, Domain & TLD separated with -)

**(2). What is HTTPS/SSL Update?**

Hyper Text Transfer Protcol Secure / Secure Sockets Layer is used for Proctected communication over the computer network.

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

1. Google Chrome

2. Internet Explorer

3. Firefox

4. Safari

5. Microsoft edge.

6. Brave

7. Opera

8. UC Browser

9. Vivaldi

10. Arc

**(4). Create a Customer Persona & identify Brand Details for the given brands.** Brand : [Disney+](https://docs.google.com/spreadsheets/d/168NrxsrvszUivBwzvMiLMX5Rs0gG57ddLi12FQCS0S4/edit?usp=sharing) [Hotstar](https://docs.google.com/spreadsheets/d/168NrxsrvszUivBwzvMiLMX5Rs0gG57ddLi12FQCS0S4/edit?usp=sharing) [and](https://docs.google.com/spreadsheets/d/168NrxsrvszUivBwzvMiLMX5Rs0gG57ddLi12FQCS0S4/edit?usp=sharing) [Tata](https://docs.google.com/spreadsheets/d/168NrxsrvszUivBwzvMiLMX5Rs0gG57ddLi12FQCS0S4/edit?usp=sharing) [1](https://docs.google.com/spreadsheets/d/168NrxsrvszUivBwzvMiLMX5Rs0gG57ddLi12FQCS0S4/edit?usp=sharing) [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//).