Digital Marketing Assignment Module:-1

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

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

https:// ( secure version of hyper text protocol )

www. ( subdomain )

flipkart ( domain )

.com/ ( top level domain )

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

https:// ( secure version of hyper text protocol )

www. ( subdomain )

irctc ( domain )

.co.in/ ( top level domain )

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

https:// ( secure version of hyper text protocol )

www. ( subdomain )

allegro ( domain )

.pl/ ( top level domain )

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

https:// ( secure version of hyper text protocol )

www. ( subdomain )

johnlewispartnership ( domain )

.co.uk/ ( top level domain )

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

https:// ( secure version of hyper text protocol )

www. ( subdomain )

uidai.gov ( domain )

.in/ ( top level domain )

(2). What is HTTPS/SSL Update?

Ans. http stands for hypertext transfer protocol and s stands for secure version of hypertext transfer protocol. It is use for the secure communication over computer and widely used on the internet.

SSL stands for secure sockets layer. It is use for maintain the privacy and intergrity of the website

(3). List out 10 famous browsers used worldwide

1) Google

2) Google Chrome

3) Youtube

4) UC Browser

5) Brave

6) Opera

7) Microsoft Edge

8) Samsung Internet

9) Mozilla Firefox

10) Safari

(4). Create a Customer Persona & identify Brand Details for the given brands. Brand : Disney+ Hotstar and Tata 1 MG

Ans: <https://docs.google.com/spreadsheets/d/1mDYnYUCqQ2dr4mIw3WUMtFYNe-vkQm3EFVeAAtLutnI/edit?usp=sharing>