

# Digital Marketing Assignment

## Term-1

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

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

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

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

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

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

PROTOCOL	DOMAIN	TLD
HTTPS	FLIPKART	.com
HTTPS	ircctc	.co.in
HTTPS	allegro	.pl
HTTPS	johnlewispartnership	.co.uk
HTTPS	uidai	.gov.in

(2) What is HTTPS/SSL Update?

Ans. The HTTPS/SSL update refers to the transition from HTTP (HyperText Transfer Protocol) to HTTPS (HyperText Transfer Protocol Secure), ensuring secure communication between users and websites using SSL (Secure Sockets Layer) or TLS (Transport Layer Security) encryption.

(3). List out 10 famous browsers used worldwide

Ans. Google chrome

Mozilla Firefox

Microsoft Edge

Apple Safari

Opera

Brave

Vivaldi

Tor Browser

UC Browser

Samsung Internet

Q4 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/14-e4l7Cxl0R6rUYY4bbaa7vPcfdgm8qUoG4g\\_GQCUPo/edit?usp=sharing](https://docs.google.com/spreadsheets/d/14-e4l7Cxl0R6rUYY4bbaa7vPcfdgm8qUoG4g_GQCUPo/edit?usp=sharing)