the most important criteria that must be taken into account in writing the assessment : • Content and Knowledge: Content and Knowledge is insightful, convincing and accurate. Content is prioritised and appropriate onclusions drawn • Critical Analysis : Links between theory and practice are evaluated in a critical and persuasive way. Analysis demonstrates originality and creativity. • Presentation and Structure: Work is presented to a professional standard demonstrating creativity and sophistication. Excellent attention to detail. • Methodology: A quality report thoroughly designed and carried out to collect, analyse and critique information from primary and secondary sources; ell applied to a realistic corporate scenario ----------------------------------- references: • Organisational and academic references should be used; must be relevant and included using the Harvard style referencing • 50+ scholarly journals (peer-reviewed journals) references must provide using Harvard style referencingStory: The lottery by Shirley Jackson Question 1: write out the specific rules of the lottery according to the description in the story. Include all the details and the order in which the rules are administered. Question 2: An allegory is defined as a story with characters and actions that symbolizes ideas and morals. For example, in the fable “The Tortoise and the Hare” the tortoise symbolizes perseverance. Do you think “The lottery” is an allegory? Write the Format like : Question 1 Answer: Use the Internet and do a general search on the name of a corporation of interest to you. Explore the website of the company you choose and locate your chosen company’s most recent Annual Report. You may need to look under a category that provides general information about the company and/ or investor information. Find and read the description of the company, including the type of business it is in. Locate the company’s primary financial statements. See pages 507 - 508 in your textbook for a summary of ratios in Chapter 7 (Table 7.1). Calculate at least three of the listed ratios in each category.