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No industry is turning lucrative even for a 5 year cycle or dependable. Yesterday it was IT industry, Garment and fashion industry then; today it is automobile, media (the evergreen industry), Telcom, food production or processing, realty any other day. The bar keeps on swinging. There are a still few evergreen industries that are unaffected by the economic swings. For example, food production, education, health care, transportation are often on the gain.

In such an uncertain situation, when you seek a career you have to choose the right industry that matters with your interests, qualifications, knowledge, skills and abilities. Another aspects is where are seeking a job is it at any specific location. In that case you will have to find if there are industries related to your strengths of qualifications. Most jobs in any industry today demand long hours of working whether it is an office job or a field job or a job on a workshop. If you, have an aptitude for travel and meeting people most relationship building jobs in marketing, sales, public relations, or even media can be yours. The skills required are most basic of inter-personal communication and presentation. But that requires a lot of prior preparation. Office jobs mostly are back-end jobs of assisting either the management or any department or operations. Any job on the shop floor requires you to have technical qualifications supplemented with skills.

Some of the question which one can ask while short listing to apply for a jobs could be, Do I have any specific industry experience or what is the kind of experience required to enter the industry? Is there any industry specific qualification or skill set that is required to be acquired? Does the already acquired educational credential suit any existing industry? Is there any specific industry that is predominant in the location you want to work which requires the skills you have? Do you any connections in your network who can help get an opening to work and gain experience and grow? Is there any sunrise industry where you can learn and work and grow with industry for the next few years? Do you have any specialized qualification, skill set or interest that could be use in an industry? The list of question you can as can go on unlimited relate to your suitability when you want to enter the industry.

When it comes to asking questions about the industry, the first question you wish to ask about the macro economic trends of the industry. How long has the industry been in existence? For example compare automobile industry, information technology sector, and mobile telecom industry, the automobile industry is a more mature industry and has been existence for over 100 years as compared to 50-60 years of the IT industry. The mobile telecom industry with the invention is just not even as half as old as the IT industry, though it is an offshoot of the development of telecommunications technology and information technology. Today in Indian insurance along with banking, financial services is a growing industry. The remuneration, working environment, career growth prospects, other perquisites can be on which you can ask questions.

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