





7. Explain why due diligence is important in the process of business acquisition. How does proper due diligence reduce risks for the buyer ?
8. Discuss the growth of women entrepreneurship in India. What factors have contributed to the increasing participation of women in business ?

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SECTION – C  
(Compulsory)

**Note** : Answer to the question should **not** exceed **six** pages.

(1×15=15)

9. Trivitron Healthcare, founded in 1997 by Dr. G.S.K. Velu, is one of India's leading medical technology companies specializing in the development, manufacturing, and distribution of advanced medical devices and equipment, and over the years it has grown into a significant global MedTech player. Throughout its journey, the company encountered several challenges, including the need to maintain strict international quality standards essential for patient safety and regulatory approvals, navigating complex regulatory compliance procedures in India and Abroad, and competing with well-established global MedTech giants to achieve deep market penetration. To overcome these obstacles, Trivitron adopted several strategic initiatives such as investing heavily in research and development to create innovative medical devices tailored to the specific needs of healthcare providers, forming global collaborations with international MedTech companies and academic institutions to access advanced technologies, prioritizing quality assurance by securing ISO and CE certifications, and offering customized solutions across various medical disciplines including radiology, pathology, and cardiology. The company further expanded globally by establishing subsidiaries and distribution networks across more than 165 countries, ensuring its products reached healthcare facilities worldwide. As a result of these sustained efforts, Trivitron developed a comprehensive product portfolio that includes diagnostic imaging systems, laboratory diagnostics, and critical care solutions, achieving



strong global recognition with its devices used widely in hospitals and clinics worldwide. Its continuous investment in research, innovation, and collaboration has enabled the development of cutting-edge medical technologies, while its adherence to strict quality and regulatory compliance has strengthened its credibility in international markets. Over the years, Trivitron has earned several awards and accolades for its contributions to the healthcare and MedTech sectors. Overall, Trivitron Healthcare's journey demonstrates the potential of Indian MedTech MSMEs to succeed on the global stage through continuous innovation, a strong focus on quality, strategic partnerships, and a commitment to improving healthcare outcomes in India and around the world.

**Questions :**

- a) Discuss the major challenges faced by Trivitron Healthcare in maintaining global standards in the MedTech industry. How did these challenges affect its growth strategy ?
- b) Explain the key strategies adopted by Trivitron Healthcare to strengthen its global presence. How did innovation, collaborations, and quality assurance contribute to its success ?
- c) Evaluate the outcomes achieved by Trivitron Healthcare. How did its focus on R&D, quality compliance, and customized solutions help it emerge as a global MedTech leader ?