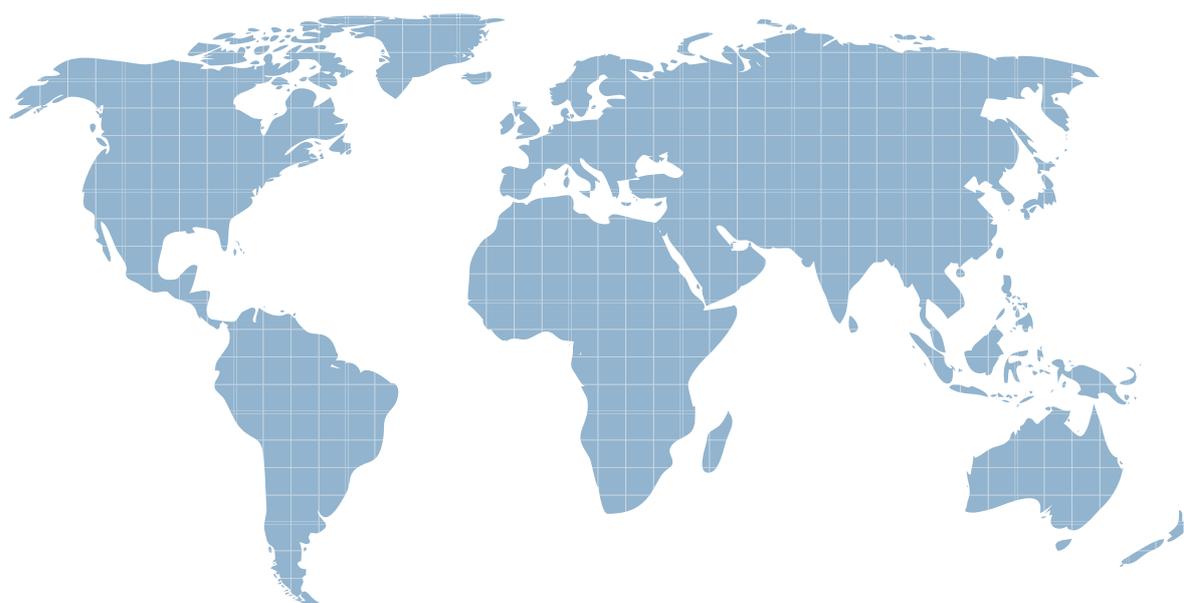


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Exam : **HP2-B85**

Title : HP Imaging and Printing
Sales Fundamentals

Version : Demo

1.Which HP technology is designed to simplify printer driver management?

- A. HP Instant Support
- B. HP Universal Print Driver
- C. HP Easy Printer Care
- D. HP Color Access Control

Answer: B

2.What are the core HP value propositions for imaging and printing products?

- A. affordability, reliability, quality, simplicity
- B. complete product portfolio, superior output, reliability
- C. affordability, quality, complete product portfolio
- D. reliability, simplicity, real-world performance, superior output

Answer: A

3.What is the key driver in a transactional type of sale?

- A. the customer
- B. long-term planning
- C. perceived customer benefits
- D. the product

Answer: A

4.What are the advantages that resellers get by selling HP devices? (Select two.)

- A. lowest hardware prices in the industry
- B. just-in-time shipping of products
- C. free toner with every sold printer
- D. brand recognition that opens doors for more sales
- E. access to a large installed base of existing customers

Answer: D,E

5.What does an HP Color LaserJet provide that makes the Total Cost of Ownership (TCO) lower than that of competitors?

- A. the cheapest base price
- B. consumables' refilling capabilities
- C. fewer replacement parts and long-life consumables
- D. standard finishing capabilities

Answer: C

6.What is the best way to do a realistic performance comparison of two competitive printers?

- A. performing side-by-side comparisons of data sheets
- B. warming up the printers prior to testing
- C. giving each vendor the same document to print offsite
- D. testing both printers in the customer's working environment

Answer: D

7.Which feature improves real-world performance on HP Color LaserJets and color MFPs?

- A. intelligent color calibration
- B. shorter paper path
- C. flexible paper handling
- D. total print management

Answer: A

8.Which phrase describes real-world performance?

- A. the ability of a printer to collate and staple without jamming
- B. the total cost of ownership, including memory and accessories
- C. the total printing process, from clicking Print, to a finished page in the output bin
- D. the movement of a print job through the network

Answer: C

9.Why does HP continue to lead the imaging and printing industry? (Select two.)

- A. product reliability
- B. less expensive products/services
- C. marketing expertise
- D. more printing formats
- E. broadest product portfolio

Answer: A,E

10.How do HP Edgeline technology printheads work in Edgeline MFPs?

- A. They remain stationary.
- B. They move with the paper.
- C. They work with PhotoREt III.
- D. They consume less toner.

Answer: A

11.What is the name of the HP high quality and performance ink?

- A. HP Viverata
- B. HP Vivera
- C. HP ImageREt
- D. HP PhotoREt

Answer: B

12.Which HP technology contributes to the HP value proposition of "simplicity"?

- A. HP FastRes 1200
- B. HP Universal Print Driver
- C. HP Instant-on Fuser
- D. HP Output Server

Answer: B

13.At what percentage does the use of color in printed communication increase readership?

- A. 25%
- B. 50%
- C. 75%
- D. 100%

Answer: C

14.What is a key reason that HP monochrome LaserJet print quality is better than that of competitive products?

- A. HP ColorSphere toner
- B. higher fuser temperatures
- C. smoothest gray ramp
- D. HP Scalable Print technology

Answer: C

15.How many customers and printers are in the HP imaging and printing worldwide installed base?

- A. 30 million customers, 200 million printers
- B. 100 million customers, 400 million printers
- C. 400 million customers, 1 billion printers
- D. 200 million customers, 600 million printers

Answer: B