

HP

Exam HP2-B102

HP Imaging and Printing Sales Fundamentals

Version: 7.0

[Total Questions: 62]

Question No : 1

What is an advantage of a multifunction printer?

- A. Once it has reached its monthly print volume, it automatically turns off to limit excess copy charges to the client.
- B. It can print faster than a single function printer can.
- C. It uses fewer supplies than a single function printer does.
- D. It takes up less floor space than individual devices for faxing, scanning, printing, and copying.

Answer: D

Question No : 2

Which statement is true about initial contacts between a customer and a business?

- A. Most initial contacts result in a purchase.
- B. Most initial contacts are face to face
- C. Most initial contacts occur through documents.
- D. Most initial contacts occur during the day.

Answer: B

Question No : 3

What is the purpose of up-selling?

- A. to sell additional, third-party solutions
- B. to sell accessories
- C. to sell higher value products by series, family, or category
- D. to sell on-site services

Answer: C

Question No : 4

What is an imaging and printing industry trend?

- A. seeking information on the internet
- B. using templates to create a business brand
- C. creating paperless offices
- D. converging of multiple functions into one device

Answer: D

Question No : 5

HP ink cartridges are recycled by first shredding the plastic cartridge bodies. What happens to the shredded material?

- A. It is sold for use in shipping containers, auto parts, and carpet fibers.
- B. It is used to make new print cartridges.
- C. It is cleaned, compressed, and disposed of in the land fill.
- D. It is used to make HP recycled paper, which is exclusively used on HP campuses worldwide.

Answer: A

Question No : 6

A client who purchases new technologies upon the recommendation of their colleagues is part of which group?

- A. Laggard
- B. Early adopters
- C. Late majority
- D. Early majority

Answer: A

Question No : 7

What is the goal when optimizing an imaging and printing fleet?

- A. centralization of printing on a few devices
- B. replacement of single-function printers with multifunction devices
- C. replacement of all ink devices with laser devices
- D. a balance between cost and productivity

Answer: D

Question No : 8

What is NOT addressed in the HP Value Proposition?

- A. simplicity
- B. assessment
- C. real world performance
- D. reliability

Answer: B

Question No : 9

Why is understanding the meaning of color important?

- A. to select colors similar to a competitor's colors
- B. to avoid sending the wrong message to your customers
- C. to select colors that are easily available in the print market
- D. to pick the colors that best match the user's personality

Answer: C

Question No : 10

Which question is a typical cross-selling phrase?

- A. Would you like to add an HP Care Pack to your HP MFP?
- B. Would you benefit from increasing the number of MFPs in your fleet?
- C. Would you benefit from a duplex model?
- D. Would you benefit from a single-function device instead of an MFP?