

HP

Exam HP2-B110

Selling HP Imaging and Printing Supplies – Exam

Version: 7.2

[Total Questions: 69]

Question No : 1

Why should you and your customers avoid selling or giving away any empty HP original supplies boxes?

- A. The boxes can be re-used to sell counterfeit products.
- B. According to HP T&C's the box belongs to HP and needs to be presented if an HP representative asks you to do so.
- C. An empty box is a counterfeit and the possession is illegal.
- D. The box is intended for recycling and should be returned in the Planet Partner Program.

Answer: A

Question No : 2

Which design elements are always considered when HP designs a new cartridge? (Select two.)

- A. Lowest cost per page
- B. Manageability
- C. High availability
- D. HP warranty
- E. Ease of use
- F. Highest page yield

Answer: B,E

Question No : 3

An HP printhead can fire more than how many drops per second?

- A. 30 trillion
- B. 30 thousand
- C. 300
- D. 30 million

Answer: D

Reference: <http://www.amazon.co.uk/HP-Photosmart-Printer-Wireless-Print/dp/B005IY1RDM> (why original HP inks, second para)

Question No : 4

What is the process behind a remanufactured cartridge?

- A. Disassembling, cleaning, changing the worn parts, and drum if needed, and then adding new toner
- B. Disassembling, emptying the hopper, cleaning the components, and adding the recoated drum
- C. Disassembling, cleaning the waste hopper and drum, adding toner, and sealing the cartridge
- D. Adding new toner to the empty hopper and performing little or no refurbishing on the cartridge

Answer: A

Question No : 5

According to the InfoTrends 2011 report which statement is true?

- A. The use of non-HP cartridges will result in a 10% smaller carbon footprint due to the higher recycling rate.
- B. 91% of HP original cartridges will have a 92% smaller carbon footprint than remanufactured cartridges.
- C. When considering reliability and print quality issues, the carbon footprint of a remanufactured cartridge is 10% less than an HP original cartridge
- D. The use of remanufactured or HP cartridges will have no significant impact on the carbon footprint.

Answer: B

Question No : 6

Which statement is true about the HP market position?

- A. HP creates its own market.
- B. HP is ranked first or second in most major markets.

- C. Being number five in the market gives you a positive goal.
- D. HP is the ultimate leader in every market.

Answer: B

Reference: <http://en.wikipedia.org/wiki/Hewlett-Packard> (corporate social responsibility, last sentence)

Question No : 7

According to the 2013 Spencer Lab laser study approximately what percent of non-HP toner cartridges, on average, produced print quality that was of limited or of no use?

- A. 70%
- B. 10%
- C. 97%
- D. 42%

Answer: D

Reference: http://www.spencerlab.com/reports/SpencerLab-HP-Reliability-Asia_PanAsia-2012.pdf

Question No : 8

With which component must HP ink interact?

- A. Nozzle design
- B. The driver software
- C. HP durable label paper
- D. The HP transfer drum

Answer: A

Question No : 9

Why should you look after a loyal customer?

- A. They tend to be more faithful to one reseller.
- B. They spend the most money.
- C. They tend to be more demanding.
- D. They are willing to sacrifice quality for an attractive price.

Answer: A

Question No : 10

What is the key driver for supplies sales?

- A. Response to the competition
- B. End of life
- C. Need
- D. Price drop

Answer: C

Question No : 11

Why are HP supplies important to the reseller?

- A. Because you can have the highest margin with HP originals
- B. Because the customer will only choose original supplies
- C. Because the customer purchasing period can be up to 10 years for just one printer
- D. Because of the partner discount process

Answer: C

Question No : 12

How do HP toner cartridges help provide customers with reliable printing systems?

- A. Wear and tear parts are frequently exchanged when customers replace the HP toner cartridge.