

# HP

## Exam HP2-B85

### HP Imaging and Printing Sales Fundamentals

Version: 6.0

[ Total Questions: 84 ]

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 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**

**Question No : 13**

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

- A. 25%
- B. 50%