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Exam : **HP2-B102**

Title : HP Imaging and Printing
Sales Fundamentals Exam

Version : DEMO

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

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

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

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

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

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

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

8.What is NOT addressed in the HP Value Proposition?

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

Answer: B

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

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?

Answer: A