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**Exam** : **HP3-C27**

**Title** : SMB Printing and Imaging  
sales

**Version** : Demo

1.How can resellers use print management engagement to increase revenue and profit?

- A. Resellers can up-sell from color printers to mono-only printers.
- B. Resellers can move from transactional sales to selling service-based contracts.
- C. Resellers can up-sell from HP Laser printer to HP Large Format printers.
- D. Resellers can move from selling HP PCs and servers to selling HP ProCurve products.

**Answer: C**

2.According to HP and other market segmentations, how many employees would you expect to find in a lower mid-market organization.?

- A. 100 to 499 employees
- B. 2000 to 2999 employees
- C. 400 to 599 employees
- D. 999 to1999 employees

**Answer: C**

3.What is the fundamental difference between the HP print business in the 1980s and their print business today?

- A. In the 1980s, HP business focused around the provision print services.
- B. In the 1980s, HP business focused simply around the sale of printers.
- C. In the 1980s, HP business focused around data center printing.
- D. In the 1980s, HP business focused around printer support contracts.

**Answer: B**

4.What is the prediction for the number of digitally printed pages as a percentage of all pages?

- A. 70%
- B. 90%
- C. 10%
- D. 0.5%

**Answer: B**

5.What has been the effect of the global economic downturn on printing and imaging? (Select two.)

- A. Fewer pages are being printed.
- B. Refilled and remanufactured ink cartridges have increased in quality.
- C. All new product purchases are on hold.
- D. Printing and imaging product lifecycles are longer.
- E. Inkjet printers are replacing laser printers.

**Answer: B, C**