Examcollection

HP2-B60

HP
HP Imaging and Printing Sales Fundamentals

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QUESTION: 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: 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: 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: 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: 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: 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: 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: 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: 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: 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

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