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HP

HP Imaging and Printing Sales Fundamentals Exam

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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?



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