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Exam : **HP2-B85**

Title : HP Imaging and Printing Sales Fundamentals

Version : Demo

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

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

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

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

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

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

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

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

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

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

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

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

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

A. 25%
B. 50%
C. 75%
D. 100%
Answer: C

14.What is a key reason that HP monochrome LaserJet print quality is better than that of competitive products?
A. HP ColorSphere toner
B. higher fuser temperatures
C. smoothest gray ramp
D. HP Scalable Print technology
Answer: C

15.How many customers and printers are in the HP imaging and printing worldwide installed base?
A. 30 million customers, 200 million printers
B. 100 million customers, 400 million printers
C. 400 million customers, 1 billion printers
D. 200 million customers, 600 million printers
Answer: B