



**Vendor:** HP

**Exam Code:** HP2-B102

**Exam Name:** HP Imaging and Printing Sales Fundamentals

**Version:** DEMO

#### QUESTION 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**

#### QUESTION 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**

#### QUESTION 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**

#### QUESTION 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**

#### QUESTION 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**

**QUESTION 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**

**QUESTION 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**

**QUESTION 8**

What is NOT addressed in the HP Value Proposition?

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

**Answer: B**

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