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Question 1

Question Type: MultipleChoice

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

Options:

A- 25%

B- 50%

C- 75%

D- 100%

Answer:

C

Question 2

Question Type: MultipleChoice

Which HP technology contributes to the HP value proposition of "simplicity"?

Options:

- A- HP FastRes 1200
- B- HP Universal Print Driver
- C- HP Instant-on Fuser
- D- HP Output Server

Answer:

B

Question 3

Question Type: MultipleChoice

What is the name of the HP high quality and performance ink?

Options:

- A- HP Viverata
- B- HP Vivera
- C- HP ImageREt
- D- HP PhotoREt

Answer:

B

Question 4

Question Type: MultipleChoice

How do HP Edgeline technology printheads work in Edgeline MFPs?

Options:

- A- They remain stationary.

- B-** They move with the paper.
- C-** They work with PhotoREt III.
- D-** They consume less toner.

Answer:

A

Question 5

Question Type: MultipleChoice

Which phrase describes real-world performance?

Options:

- 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 6

Question Type: MultipleChoice

What is the best way to do a realistic performance comparison of two competitive printers?

Options:

- 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

Question Type: MultipleChoice

What does an HP Color LaserJet provide that makes the Total Cost of Ownership (TCO) lower than that of competitors?

Options:

- A- the cheapest base price
- B- consumables' refilling capabilities
- C- fewer replacement parts and long-life consumables
- D- standard finishing capabilities

Answer:

C

Question 8

Question Type: MultipleChoice

What are the advantages that resellers get by selling HP devices? (Select two.)

Options:

- 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 9

Question Type: MultipleChoice

What is the key driver in a transactional type of sale?

Options:

- A- the customer
- B- long-term planning
- C- perceived customer benefits
- D- the product

Answer:

A

Question 10

Question Type: MultipleChoice

What are the core HP value propositions for imaging and printing products?

Options:

- 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

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