Question 1

What is a vertical solution?

Options:

A- a solution that only works when HP OpenView management platform is used

B- a solution that supports any of the requirements a white-collar worker might have

C- a solution or feature that is adapted to a specific purpose or work process

D- a solution that only works if the customer is tightly integrated with suppliers and customers

Answer:

C

Question 2

What is an imaging and printing assessment?

A- a method that supports the Customer Relationship Management process

B- a method of observing your customer's workflow, gathering data, and understanding the current environment

C- a method that ensures that all the assets and liabilities of a customer are fully registered and monitored

D- a method that dramatically increases the time of the sales process, as a new assessment is required whenever a change is made

Answer:

B

Question 3

Question Type: MultipleChoice

What are the key areas that a business must pay attention to?

A- customers, clients, users, and partners

B- sales, customers, administration, know-how, and expertise

C- sales, sales, sales, and sales

D- IT platforms, innovation, administration, and cash flow

Answer:

B

Question 4

Question Type: MultipleChoice

Which target group customer is addressed by HP Color Access Control?

Options:

A- semi-professional users who want to vary color settings to receive high quality images

B- large enterprises focused on maximum print speed

C- small and medium businesses who want to restrict color printing on the user or application level

D- large enterprises that manage their sophisticated printer infrastructures with HP Web Jetadmin

Answer:

C

Question 5

Question Type: **MultipleChoice**

What is the primary reason you make more profit by attaching accessories to HP printer and MFP sales?

Options:

A- The accessories can be ordered from the web, so you do not have to spend time on it.

B- Attaching accessories increases transaction time with a customer and increases opportunity to cross-sell.

C- The margin on accessories is often much larger than on the core product.

D- When customers use accessories, they use the product more which results in their buying more supplies.

Question 6

Question Type: **MultipleChoice**

In the technology adoption life cycle, what are the "laggards"?

Options:

A- innovators

B- conservatives

C- skeptics

D- pragmatists

Answer:

A

Question 7

Which print job is typical for a horizontal application?

Options:

A- letterheads

B- 1:1 documents

C- health records

D- posters

Answer:

A

Question 8

Which ongoing challenges does a business manager face?

Options:

A- cash flow, competitor activity, customers, and market share development

B- expense control, investment planning, sales, and administration

C- financial management, production planning, quality of goods, and stock control

D- sales growth, customer handling, administration and know-how, and expertise

Answer:

A

Question 9

Question Type: **MultipleChoice**

What are the benefits of using the electronic version of the HP Printing and Digital Imaging Products Instant Reference Guide (e-IRG)? (Select two.)

Options:

A- information about competitors

B- up-to-date product information

C- links to HP news

D- replacement lifecycle, listing all products and replacements

E- discount coupons and monthly drawings

Answer:

B, D

Question 10

Question Type: MultipleChoice

How many customers and printers are in the HP imaging and printing worldwide installed base?

Options:

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

Question 11

Question Type: MultipleChoice

What is a key reason that HP monochrome LaserJet print quality is better than that of competitive products?

Options:

A- HP ColorSphere toner

B- higher fuser temperatures

C- smoothest gray ramp

D- HP Scalable Print technology

Answer:

C

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