

# QUESTIONS & ANSWERS

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**HP**

# HP2-B102

*HP Imaging and Printing Sales Fundamentals*

<https://killexams.com/pass4sure/exam-detail/HP2-B102>



people for important deals

**Answer:** C

**QUESTION:** 53

What is the first thing your client should do when developing green initiatives?

- A. Survey their employees to see which initiatives to focus on first
- B. Calculate their carbon footprint as a baseline
- C. Determine how to reduce the impact of the proposed initiatives
- D. Research the current issues involving sustainability

**Answer:** C

**QUESTION:** 54

What is an accurate description of HP OXP?

- A. Has four layers: device, management, workflow, and service
- B. Increases the costs of installing partner solutions
- C. Provides a consistent user experience with an intuitive user interface
- D. Limits the types of reports that HP Web Jetadmin can run

**Answer:** C

**Reference:**

[http://h71028.www7.hp.com/fenterprise/downloads/HP\\_OXP-Management\\_FINAL.pdf](http://h71028.www7.hp.com/fenterprise/downloads/HP_OXP-Management_FINAL.pdf) (page 3, first bullet)

**QUESTION:** 55

What is the HP Marketing Resource Center?

- A. A new HP service for HP partners who provide printed marketing material on demand
- B. A new HP print center for end users who provide customer-designed marketing material
- C. An HP resource for document templates, free training classes, and success stories
- D. A newly-created team of marketing experts who provide in-house training for HP

partners

**Answer:** A

**QUESTION:** 56

What are three of the six stages of the technology lifecycle? (Select three)

- A. Planning
- B. Evaluation
- C. Procurement
- D. Purchasing
- E. Repair
- F. Deployment
- G. Assessment

**Answer:** A, B, G

**QUESTION:** 57

What is a function of the HP Universal Print Driver?

- A. Finds available printers and provides options to print to them
- B. Secures the printer from network hackers
- C. Automatically sends orders for HP Genuine Supplies
- D. Automatically finds printers on the internet

**Answer:** A

**QUESTION:** 58

What do traditional copier-centric agreements usually include?

- A. No fees for breaking the contract early
- B. Accessories for the device at no additional cost
- C. A basic monthly fee with a per-copy charge over the maximum allowed monthly
- D. Free additional memory

**Answer:** C

**QUESTION: 59**

Why does HP create customer segments?

- A. To monitor inventory
- B. To control which products are marketed to various types of accounts
- C. To help HP sales people locate the series of products that works best for a customer group
- D. To divide the customer's workforce into departments to address specific customer groups

**Answer: C**

**QUESTION: 60**

What should a business do before deciding to print in-house?

- A. Find a contractor to create the design
- B. Use the HP Print Cost Calculator to determine if printing a job in-house is cost-effective
- C. Determine if they can get a bulk discount on glossy paper
- D. Hire a local print shop employee on a contract basis to help develop in-house material

**Answer: B**

**QUESTION: 61**

What is line dominance?

- A. Selling more units than your competitor
- B. having the best placement in store displays
- C. Offering more choices than your competitor
- D. Having better name recognition than your competitor

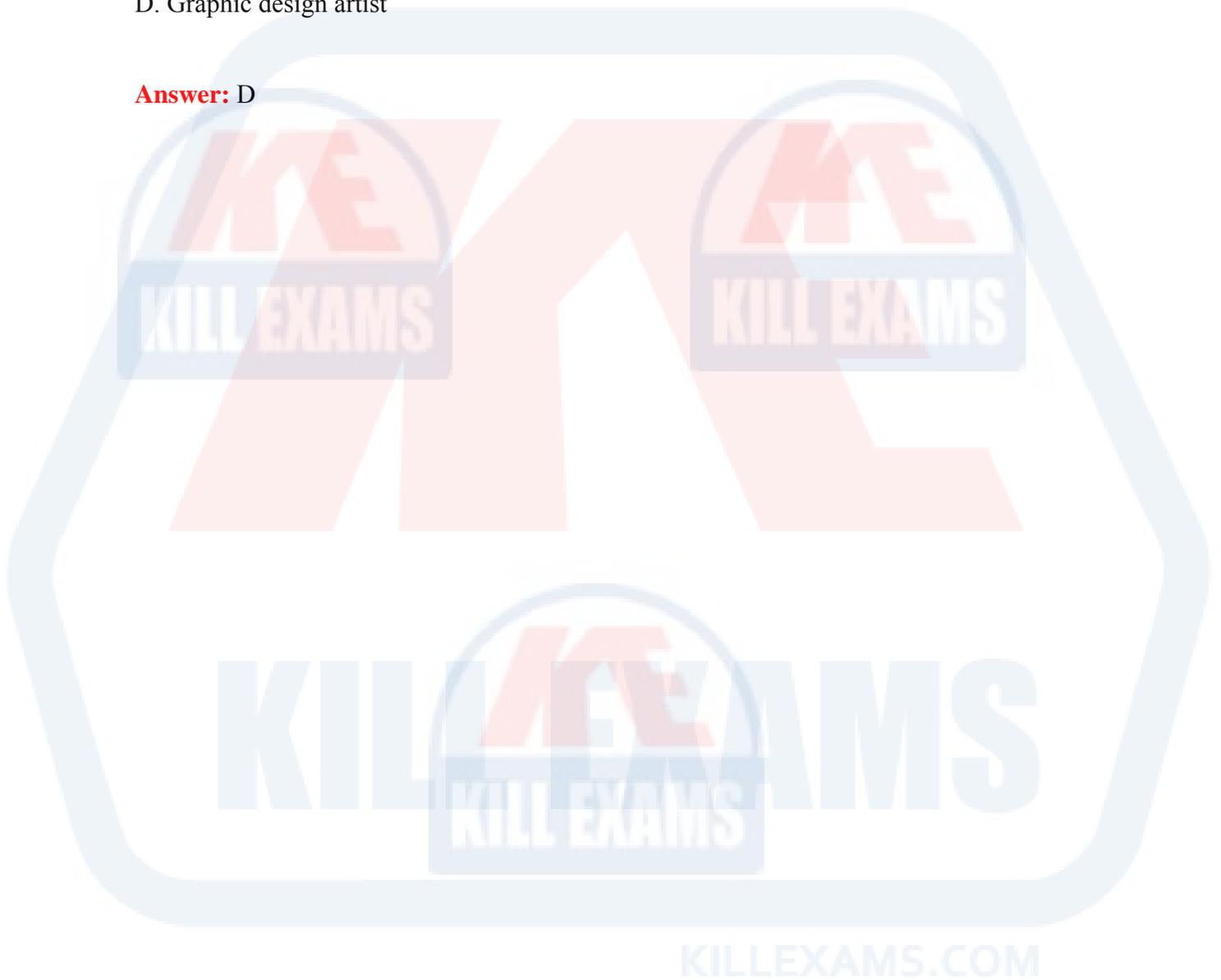
**Answer: C**

**QUESTION: 62**

The office color market is divided into groups based on how they use color. An individual who requires color consistency, advanced finishing features, and who uses many different software applications belongs in which office color group?

- A. Sales professional
- B. Marketing professional
- C. Technical user
- D. Graphic design artist

**Answer:** D



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