Vendor: HP

Exam Code: HP2-B65

Exam Name: HP Imaging and Printing Sales Fundamentals

Version: DEMO

QUESTION 1
What is the HP Marketing Resource Center?

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

Answer: D

QUESTION 2
When would a company typically use outsourced printing.?

A. when they have several small print jobs
B. when medium or high volumes of static documents are required
C. when confidential document printing is required
D. when short turnaround time is required

Answer: B

QUESTION 3
What is the advantage of a multifunction printer? A. It can be networked to more end users than a networked single function printer.

A. It uses fewer supplies than a single function printer.
B. It takes up less floor space than individual devices for faxing, scanning, printing and copying.
C. Once it has reached its monthly print volume it automatically turns off so there are no excess copy charges to the client.

Answer: C

QUESTION 4
Which imaging and printing trend is an industry trend?

A. seeking information on the Internet
B. convergence of multiple functions into one device
C. using templates to create a business brand
D. paperless offices

Answer: B

QUESTION 5
What should a business do before deciding to print in-house?

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

Answer: B

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