

Exam : **HP2-B65**

Title : HP Imaging and Printing
Sales Fundamentals

Version : Demo

1. 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. a newly created team of marketing experts that provide in-house training for HP partners
- D. an HP resource for document templates, free training classes, and success stories

Answer: D

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

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

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

Answer: C

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

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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