



HP2-B110^{Q&As}

Selling HP Imaging and Printing Supplies – Exam

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QUESTION 1

Who is affected most by the sale and distribution of counterfeit supplies? (Select two.)

- A. The counterfeit selling reseller
- B. HP authorized distribution
- C. Recycling plant manufacturers
- D. The competition
- E. the customer

Correct Answer: BE

QUESTION 2

What characterizes the supplies product life cycle?

- A. It is the same as the product lifecycle of the printer (hardware).
- B. It is shorter than the product lifecycle of a printer (hardware).
- C. It is linked to the page coverage.
- D. It is significantly longer than the product lifecycle of the printer (hardware).

Correct Answer: D

QUESTION 3

Which laser-supplies product offers the highest number of printable pages?

- A. EU cartridge packs
- B. E cartridge packs
- C. A cartridge packs
- D. XD cartridge packs

Correct Answer: D

QUESTION 4

How can you ensure the lowest cost per page for office users?

- A. By looking up the best price on the HP cartridge management tool



- B. By making the customer print fewer copies
- C. By choosing the correct printer for the user's needs
- D. By buying the lowest price printer

Correct Answer: C

QUESTION 5

What are three typical target customer groups for supplies?

- A. Loyal - original supplies customers, switcher customers, and lost customers
- B. Ink customers, laser customers, and media customers
- C. Home-user customers, public customers, and enterprise customers
- D. Small-sized customers, medium-sized customers, and large-sized customers

Correct Answer: D

QUESTION 6

What is the name of the HP print cartridge return and recycle program?

- A. HP Environmental Care Pack
- B. HP Go Recycle
- C. HP Earth Care
- D. HP Planet Partner

Correct Answer: D

QUESTION 7

Which statement is true regarding the security label in HP Inkjet cartridges?

- A. The security label has to be on the ink cartridge itself, not on the packaging.
- B. All Inkjet cartridges have a security label on the back of the packaging.
- C. Depending on the region, not all Inkjet cartridges have a security label.
- D. Only value cartridges and photo packs have a security label.

Correct Answer: B



QUESTION 8

Why are HP supplies important to the reseller?

- A. Because you can have the highest margin with HP originals
- B. Because the customer will only choose original supplies
- C. Because the customer purchasing period can be up to 10 years for just one printer
- D. Because of the partner discount process

Correct Answer: C

QUESTION 9

What is the key driver for supplies sales?

- A. Response to the competition
- B. End of life
- C. Need
- D. Price drop

Correct Answer: C

QUESTION 10

In which type of hardware is the majority of the current total supplies sell-out used?

- A. Devices that are older than the current line-up
- B. The most current retail HP inkjet devices from this year's line-up
- C. The most current workgroup printers from this year's line-up
- D. The most current MFPs from this year's line-up

Correct Answer: A

QUESTION 11

Why should you use genuine HP supplies if you have an HP printer?

- A. For access to HP e-Print
- B. For reliable, trouble-free printing
- C. For native driver support



D. For faster print speeds

Correct Answer: B

QUESTION 12

What are the components of Laser cartridges? (Select three.)

- A. Imaging drum
- B. Laser diode
- C. Pick-up roller
- D. Charging roller
- E. Cleaning blade
- F. Fuser

Correct Answer: ADE

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