# HP2-B110$^{Q\&As}$

Selling HP Imaging and Printing Supplies – Exam

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**QUESTION 1**

Which program provides a full service contract to the customer?

A. HP Planet Partner Program

B. HP Channel Lead Pay Per Use

C. HP Supplies Big Deal

D. HP Win-Back

Correct Answer: B

**QUESTION 2**

What is ColorLok?

A. A technology and an open paper standard

B. An office printer standard

C. A chemical process that protects colors and takes place in the fuser

D. An HP-owned technology that delivers outstanding photo quality

Correct Answer: A

**QUESTION 3**

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 4**

Which feature can you find on HP security labels?

A. OK and Tick that move in opposite direction when the box is tilted front to back

B. Invisible ink to add another layer of security

C. RFID features to scan large batches at a time

D. Quick Response (QR) code

Correct Answer: A

**QUESTION 5**

What is a customer benefit of high capacity ink cartridges?

A. Proven HP quality and lowest price per cartridge

B. Trouble-free printing and reduced running costs

C. The ability to utilize the low-fill cartridge that always ships with the printer

D. The ability to Upgrade older printers to a higher print quality

Correct Answer: B

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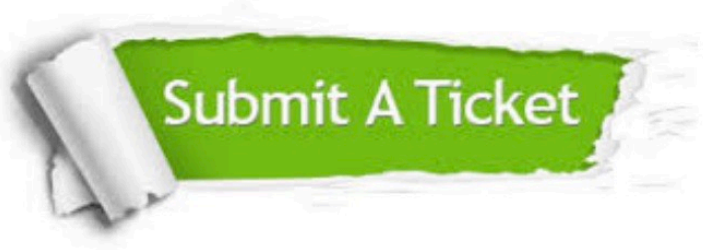

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