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QUESTION 1

Which term or phrase is synonymous with value for money?

- A. Excellent reliability and superior print quality
- B. Low purchase price
- C. Good margin
- D. Warranty

Correct Answer: B

QUESTION 2

What is a risk of using counterfeit cartridges?

- A. Counterfeit cartridges generally produce print documents with unacceptable quality.
- B. HP will bring legal action against customers who use counterfeit cartridges.
- C. Counterfeit products can damage a printer.
- D. Customers generally pay more for counterfeit cartridges.

Correct Answer: A

QUESTION 3

What characterizes the supplies product life cycle?

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

Correct Answer: D

QUESTION 4

What are the hidden costs in the framework of printing?

- A. Wasted toner, ink, and paper due to reprints
- B. Costs of an intern



C. Price of the printer after tax

D. Price of the cartridge after discounts

Correct Answer: A

QUESTION 5

Why are HP supplies important to the reseller?

A. Because of the partner discount process

B. Because the customer will only choose original supplies

C. Because you can have the highest margin with HP originals

D. Because the customer purchasing period can be up to 10 years for just one printer

Correct Answer: A

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