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**Exam** : **HP2-B22**

**Title** : **IPG Sales Fundamentals  
v8.1**

**Version** : **Demo**

1.What is a new trend in imaging and printing document workflow?

- A. printing booklets
- B. scan to email
- C. printing and then copying documents
- D. distributing hard copies of documents by hand

**Answer: C**

2.Which printing trend is the result of the increase in original digital content.?

- A. Fewer documents are being printed.
- B. Business is not concerned about printing costs.
- C. Documents are copied on paper and then distributed.
- D. Documents are distributed electronically and then printed.

**Answer: D**

3.What are accurate descriptions of a first impression in business? (Select two.)

- A. always positive
- B. easy to change
- C. difficult to change
- D. based upon detailed information
- E. made in the first 5 to 30 seconds

**Answer: A,D**

4.Which HP Color LaserJet advantage can be attributed to HP Color Sphere technology?

- A. superior reliability
- B. fastest first page out
- C. lowest cost per page
- D. highest rated print quality

**Answer: D**

5.What are the key printing technology trends?

- A. color, convergence and networking
- B. MFP, networking and AIO
- C. VOIP, color, copying
- D. digital fax, cluster print, AIO

**Answer: B**

6.What is one result of the availability of digital content?

- A. less need for paper documents
- B. a decrease in the amount of printing
- C. an increase in the amount of printing
- D. more printed material included in product packages

**Answer: B**

7.What are the three main reasons why customers print?

- A. habit, easy, cheap
- B. habit, color, media
- C. habit, communicate, legal
- D. habit, easy to file, easy to discard

**Answer: C**

8.How does the HP \$3.6 billion R&D investment benefit HP resellers?

- A. Accessories connect easily to HP devices.
- B. HP devices have the biggest display screens.
- C. Larger paper sizes are supported on HP devices.
- D. Products and solutions create customer demand.

**Answer: D**

9.Why has there been an increase in the use of color printing in business? (Select two.)

- A. Businesses are printing more pictures.
- B. It is cheaper than printing monochrome.
- C. Fewer monochrome printers are available.
- D. There are benefits of using color in documents.
- E. There have been reductions in the cost of color printing.

**Answer: D,E**

10.Which imaging and printing process is becoming less important because of digital content?

- A. printing
- B. stapling
- C. copying
- D. scanning

**Answer: D**