

Selling Imaging and Printing Fundamentals

HP HP2-H41

Version Demo

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QUESTION NO: 1

A customer is cautious about adopting a newer printing workflow and prefers established solutions with demonstrated results. Which approaches are most appropriate when selling to this late-adopting customer segment? (Select two.)

- A. Emphasise proven reliability and established customer use cases
- B. Explain how the solution reduces risk and fits familiar workflows
- C. Focus on being among the first organisations to adopt the technology
- D. Stress experimental features that have not yet been widely deployed
- E. Avoid discussing serviceability and long-term operating costs

ANSWER: A B

Explanation:

Late adopters, often described as conservatives or laggards in the technology adoption life cycle, are strongly risk-averse. Emphasising **proven reliability and established customer use cases** addresses their need for evidence that the solution is dependable. Explaining **how the solution reduces risk and fits familiar workflows** also helps them evaluate change in practical terms.

Leading with novelty, early-adopter status, or unproven capabilities is less effective because these customers are not motivated primarily by being first to use new technology.

QUESTION NO: 2

A customer is evaluating printer performance for employees who typically print short, one- or two-page documents. The customer wants to know how long users wait from submitting a job until they can collect the completed page. Which measure best represents this requirement?

- A. The rated pages-per-minute speed during a long print run
- B. The total printing process, from clicking Print to a finished page in the output bin
- C. The number of pages supported by a replacement cartridge
- D. The ability to add finishing accessories to the device

ANSWER: B

Explanation:

The total printing process, from clicking Print to a finished page in the output bin is the best measure of real-world performance. It reflects the experience of the user, including job submission, network transfer, processing, warm-up, first-page preparation, paper handling, and delivery of the page.

Rated pages-per-minute performance is important for longer print runs, but it does not by itself show how quickly a user receives the first completed document. Consumables yield and finishing capability are also relevant purchasing considerations, but they do not measure end-to-end print responsiveness.

QUESTION NO: 3

What are the categories of HP LaserJet and color LaserJet MFPs? (Select three.)

- A. Pro

- B. Enterprise flow
- C. ePrint public print locations
- D. Home and home office
- E. Small and medium business
- F. Enterprise

ANSWER: A B F

Explanation:

HP's LaserJet portfolio is commonly organized into the **Pro**, **Enterprise**, and **Enterprise flow** categories. **Pro** identifies HP LaserJet and Color LaserJet devices designed for professional productivity, typically serving small workteams and organizations that need dependable business printing, scanning, copying, and security capabilities. **Enterprise** identifies higher-capacity business devices intended for managed environments, where scalable fleet management, stronger security controls, and higher print volumes are important. **Enterprise flow** is the advanced multifunction category within the Enterprise family. These MFPs emphasize faster and more efficient document-capture workflows, including high-performance scanning and workflow-oriented capabilities for organizations that process substantial volumes of paper documents. This naming structure distinguishes product families by business use case, performance level, and document-workflow needs rather than by customer location or a printing service. HP's LaserJet information and business-printer portfolio describe the LaserJet Pro and Enterprise positioning, while HP Enterprise Flow MFP product documentation identifies the workflow-focused Enterprise Flow designation. See HP's [LaserJet printer portfolio](#) and the [HP business printers overview](#).

QUESTION NO: 4

A reseller is preparing for a consultative discussion with a customer whose employees complain about slow document handling and expensive courier deliveries between offices. Which actions should the reseller take first? (Select two.)

- A. Investigate the current document workflow and its business impact.
- B. Lead with the lowest-priced device available.
- C. Explore how scanning and digital sending could support longer-term workflow goals.
- D. Propose a fixed configuration before discussing user needs.
- E. Avoid follow-up so that the sale remains transactional.

ANSWER: A C

Explanation:

Investigate the current document workflow and its business impact is correct because consultative selling begins with understanding how the customer works, where delays occur, and what those delays cost. **Explore how scanning and digital sending could support the customer's longer-term workflow goals** is also correct because it connects device capabilities to customer outcomes, such as faster routing and reduced physical delivery costs.

Leading with the lowest-priced device or immediately proposing a fixed configuration focuses on completing a transaction before the underlying needs have been understood. Avoiding follow-up is inconsistent with the long-term focus of consultative selling.

QUESTION NO: 5

Which statement is true about the challenges that business customers face?

- A. Customers must balance administration, customers, expertise, and sales.

- B. Customers should outsource their marketing work and focus on IT.
- C. Customers need to give first priority to their IT and then to their business.
- D. Customers need to spend time building their IT platform before they focus on their core business.

ANSWER: A

Explanation:

Customers must balance administration, customers, expertise, and sales. Business customers—particularly small and midsize organizations—must divide limited time, budget, and staff attention among the operational work that keeps the organization running and the customer-facing activities that generate revenue. Administrative obligations, maintaining the right skills, serving customers effectively, and pursuing sales are therefore competing priorities that must be managed together rather than treated as isolated tasks. This is a central customer challenge in imaging and printing discussions because print environments can add device management, supplies, security, and workflow responsibilities to already constrained teams. HP positions business solutions and managed print services around reducing the burden of managing the print fleet and workflows, helping organizations devote more attention to business outcomes and customer needs while retaining reliable printing capabilities. This supports the idea that the challenge is balancing multiple business demands, including administration, expertise, customer service, and sales. See HP's [Business Solutions](#) overview and its [Managed Print Services](#) information.

QUESTION NO: 6

Which feature of HP MFPs can help a business to reduce its impact on the environment?

- A. Touch-to-print
- B. HP Image REt technology
- C. HP EveryPage technology
- D. Save to network folder

ANSWER: D

Explanation:

Save to network folder can help reduce a business's environmental impact because it enables paper documents to be scanned directly into a shared network location for digital storage, retrieval, and workflow processing. Employees can distribute, review, archive, and access the resulting files electronically rather than creating additional paper copies for filing, routing, or reference. Reducing unnecessary printing and copying lowers paper consumption and can also reduce the energy and consumables associated with producing physical documents. This feature is particularly valuable in document-intensive environments because it supports a more digital, centralized document workflow while making information available to authorized users across the organization. HP positions managed printing and document workflows as opportunities to improve resource efficiency, including reducing paper use and waste. The environmental benefit is greatest when the organization combines scan-to-folder workflows with practical policies such as digital approval processes, electronic record retention, and default duplex printing when printing is necessary. See HP's [Sustainable Impact](#) information and its [business printer and MFP](#) portfolio overview for HP's approach to efficient printing and document workflows.

QUESTION NO: 7

What are the advantages that resellers get by selling HP devices? (Select two.)

- A. lowest hardware prices in the industry
- B. just-in-time shipping of products
- C. free toner with every sold printer
- D. brand recognition that opens doors for more sales

E. access to a large installed base of existing customers

ANSWER: D E

Explanation:

“brand recognition that opens doors for more sales” is a core reseller advantage because HP is an established global technology brand with a long presence in commercial and consumer printing. Familiarity with the HP name can increase customer confidence, make introductory sales conversations easier, and support cross-selling of devices, supplies, services, and managed print solutions. HP’s partner strategy is designed to help partners use HP’s market presence, portfolio, and sales enablement resources to develop customer opportunities. HP describes its Amplify Partner Program as a framework for partners to grow through collaboration, training, and access to HP capabilities: [HP Amplify Partner Program](#).

“access to a large installed base of existing customers” is also valuable because the extensive population of organizations and users already operating HP printing devices creates ongoing opportunities for resellers. These opportunities include replacement hardware, fleet refreshes, original HP supplies, support, security-focused printing offerings, and contractual managed print services. An installed base provides a practical path to recurring customer engagement rather than relying solely on entirely new device placements. HP’s investor information describes the scale and breadth of its business across personal systems and printing markets, supporting the importance of its established customer footprint: [HP Investor Relations—Financial Information](#).

QUESTION NO: 8

What is one way to help ensure that HP printing devices maintain the HP reputation for the best possible print quality?

- A. Use only 1500-grit paper as cleaning pages.
- B. Use only original HP supplies.
- C. Place the device in a cool, dry area.
- D. Use power-conditioning devices to ensure constant voltage.

ANSWER: B

Explanation:

Use only original HP supplies. HP designs its Original HP ink, toner, printheads, and imaging components together with its printing devices as an integrated system. This co-engineering helps ensure that the supply is recognized by the printer, applies color or toner accurately, and works with the device’s print modes and maintenance routines to produce dependable output over the life of the cartridge. For laser devices, Original HP toner cartridges are engineered to work with the printer’s fusing and image-formation systems, supporting sharp text and consistent graphics. For inkjet devices, Original HP ink and printhead technology are developed to provide reliable drop placement, color performance, and durability. HP also states that Original HP supplies are tested to meet its quality standards and are designed to deliver the intended print quality and reliability when used in compatible HP hardware. Recommending original supplies is therefore a practical way to protect the expected output quality that customers associate with HP printing. See HP’s overview of the benefits and engineering of Original HP Supplies at [Why Original HP Supplies](#) and HP’s supplies information page at [HP Printer Supplies](#).

QUESTION NO: 9

What are the advantages of in-house color printing compared to color printing that is outsourced to a print shop? (Select three.)

- A. Smaller quantities of documents can be printed as needed.
- B. Since customer and market data is static, large numbers of documents can be printed.
- C. Printing can be done quickly since there is no set-up or lead time required.
- D. It is easier to target specific customers in personalized ways.

- E. It is inexpensive and easy to do complex document finishing in-house.
- F. It is simple to add metallic toners and embossing when printing in-house.

ANSWER: A C D

Explanation:

In-house color printing is particularly valuable when an organization needs agility, control, and relevance in its printed communications. “Smaller quantities of documents can be printed as needed” is an advantage because teams can produce short runs on demand, avoiding the need to commit to large inventories that may become obsolete. This supports more efficient use of materials and enables documents to be refreshed whenever messaging, pricing, or campaign details change. “Printing can be done quickly since there is no set-up or lead time required” is also correct because local printing eliminates the external order, proofing, shipping, and delivery stages associated with a print shop. Employees can create and distribute time-sensitive collateral much faster. Finally, “It is easier to target specific customers in personalized ways” is correct because in-house systems allow variable content, customer-specific offers, and localized versions to be produced close to the point of need. HP describes its business print solutions as supporting efficient, productive workflows and professional-quality output, while HP’s digital-printing information highlights the flexibility of producing customized, short-run materials. See [HP Business Printers](#) and [HP Industrial Printers](#).

QUESTION NO: 10

Why does HP continue to lead the imaging and printing industry? (Select two.)

- A. product reliability
- B. less expensive products/services
- C. marketing expertise
- D. more printing formats
- E. broadest product portfolio

ANSWER: A E

Explanation:

HP’s leadership in imaging and printing is supported by **product reliability** and a **broadest product portfolio**. Reliable printing devices, supplies, and services help customers maintain consistent output and reduce disruption in home, office, and managed print environments. This is particularly important for business customers, which depend on dependable fleets, predictable consumables performance, security features, and support throughout the device lifecycle. HP reinforces this value through its focus on print quality, security, manageability, and service capabilities.

A broad portfolio also enables HP to address substantially different customer requirements instead of relying on a narrow set of products. Its print offerings span home and home-office printers, business printers, multifunction devices, large-format solutions, industrial print technologies, supplies, software, and managed print services. That breadth lets partners match solutions to customer needs across segments, print volumes, media types, workflows, and budgets, while retaining an HP relationship as requirements evolve. HP identifies Personal Systems and Printing as its core business segments and describes Printing as including consumer and commercial hardware, supplies, and services. See HP’s [annual reports and proxy information](#) and its [printing portfolio overview](#).

QUESTION NO: 11

Where does the technology for the HP PageWide printhead come from?

- A. High end HP web presses
- B. HP business notebook touch monitors
- C. HP LaserJet printing process

ANSWER: A

Explanation:

High end HP web presses is correct. HP PageWide technology uses a fixed, page-wide array of inkjet nozzles that spans the width of the paper, allowing the printhead to remain stationary while paper moves beneath it. This architecture was developed and proven in HP's high-volume production inkjet press business, particularly its PageWide Web Press portfolio. By applying that production-print heritage to office devices, HP PageWide printers can deliver very high speeds while retaining inkjet advantages such as efficient use of energy and strong color output. The essential connection is the scalable, stationary printhead design: rather than moving a small printhead back and forth across each line, a page-wide printhead jets ink across the entire page width in one pass. HP describes its PageWide technology as drawing on innovations from its commercial and industrial printing operations, where reliable high-speed output is required for demanding print volumes. See HP's overview of [HP PageWide printers](#) and its information on [HP PageWide Web Presses](#).

QUESTION NO: 12

Why is the growth rate of mobile scanners higher than it is for any other segment in the scanner market?

- A. Because the market for network scanners is saturated
- B. Because mobile scanners use less energy than other scanners do for the image quality they provide
- C. Because mobile scanners are less expensive than MFPs are
- D. Because mobile workers use traditional scanners more often

ANSWER: A

Explanation:

Because the market for network scanners is saturated is correct. In a mature, saturated segment, many organizations that need centralized, shared scanning have already deployed networked scan devices or have incorporated scanning into existing multifunction printer fleets and document-workflow environments. That maturity limits the number of first-time purchases and therefore constrains growth rates, even where replacement demand remains. Mobile scanning, by contrast, addresses use cases that are expanding beyond fixed office locations, including capture at customer sites, in field operations, at intake points, and while traveling. It can therefore grow from a smaller installed base while complementing established networked document-capture infrastructure. HP's business-printing portfolio reflects the established role of multifunction and managed office print environments, where scanning is commonly integrated into broader device fleets and workflows. The distinction in the question is about comparative market growth: a less-penetrated mobile segment has more room to expand when the traditional network-scanner segment has largely reached broad adoption. See HP's [business printer and multifunction portfolio](#) and IDC's [Print and Document Solutions research](#) for context on the mature, evolving document-imaging market.

QUESTION NO: 13

What is the meaning of the T in the model name of HP DesignJet printers, such as HP DesignJet T2400 eMFP?

- A. Technical
- B. Thermal
- C. Torn cat series
- D. Turbo

ANSWER: A

Explanation:

Technical is correct. In HP DesignJet naming and portfolio positioning, the T series denotes technical large-format printers intended for technical-document workflows. These devices are designed for architecture, engineering, construction, geographic-information-system, and similar users who produce CAD drawings, plans, maps, renderings, and other line-detail-intensive output. The HP DesignJet T2400 eMFP is part of this technical-printer family and combines printing with integrated scanning and copying capabilities, supporting efficient handling of technical documents in workgroup environments.

The letter identifies the product family and its intended application category rather than the printing technology used by the device. HP's DesignJet portfolio distinguishes technical printing solutions from other large-format segments, with technical models emphasizing accurate line quality, productivity, media handling, and workflows relevant to CAD and AEC users. HP's product support entry identifies the device as the "HP DesignJet T2400 Multifunction Printer series," while HP's DesignJet information describes its large-format solutions for professional technical applications. See [HP Support: HP DesignJet T2400 Multifunction Printer series](#) and [HP DesignJet large-format printers](#).