



Vendor: HP

Exam Code: HP3-C27

Exam Name: C27 - SMB Printing and Imaging Sales

Version: DEMO

1. How can resellers use print management engagement to increase revenue and profit?
- A. Resellers can up-sell from color printers to mono-only printers.
 - B. Resellers can move from transactional sales to selling service-based contracts.
 - C. Resellers can up-sell from HP Laser printer to HP Large Format printers.
 - D. Resellers can move from selling HP PCs and servers to selling HP ProCurve products.

Answer: C

2. According to HP and other market segmentations, how many employees would you expect to find in a lower mid-market organization.?

- A. 100 to 499 employees
- B. 2000 to 2999 employees
- C. 400 to 599 employees
- D. 999 to 1999 employees

Answer: C

3. What is the fundamental difference between the HP print business in the 1980s and their print business today?

- A. In the 1980s, HP business focused around the provision of print services.
- B. In the 1980s, HP business focused simply around the sale of printers.
- C. In the 1980s, HP business focused around data center printing.
- D. In the 1980s, HP business focused around printer support contracts.

Answer: B

4. What is the prediction for the number of digitally printed pages as a percentage of all pages?

- A. 70%
- B. 90%
- C. 10%
- D. 0.5%

Answer: B

5. What has been the effect of the global economic downturn on printing and imaging? (Select two.)

- A. Fewer pages are being printed.
- B. Refilled and remanufactured ink cartridges have increased in quality.
- C. All new product purchases are on hold.
- D. Printing and imaging product lifecycles are longer.
- E. Inkjet printers are replacing laser printers.

Answer: B, C