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QUESTION 1

According to the InfoTrends 2011 report which statement is true?

- A. The use of non-HP cartridges will result in a 10% smaller carbon footprint due to the higher recycling rate.
- B. 91% of HP original cartridges will have a 92% smaller carbon footprint than remanufactured cartridges.
- C. When considering reliability and print quality issues, the carbon footprint of a remanufactured cartridge is 10% less than an HP original cartridge
- D. The use of remanufactured or HP cartridges will have no significant impact on the carbon footprint.

Correct Answer: B

QUESTION 2

What are three typical target customer groups for supplies?

- A. Loyal - original supplies customers, switcher customers, and lost customers
- B. Ink customers, laser customers, and media customers
- C. Home-user customers, public customers, and enterprise customers
- D. Small-sized customers, medium-sized customers, and large-sized customers

Correct Answer: D

QUESTION 3

According to the 2013 Spencer Lab laser study, approximately what percent of non-HP toner cartridges had problems?

- A. 30%
- B. 50%
- C. 70%
- D. 90%

Correct Answer: B

QUESTION 4

Which customer is ideally suited to the HP Win-Back program? (Select two.)

- A. Switchers



- B. Channel partners
- C. Lost customers
- D. HP EB customers
- E. HP loyal customers
- F. Home users

Correct Answer: AC

QUESTION 5

What is a risk of using counterfeit cartridges?

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

Correct Answer: B

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