

# Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

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#### NEW QUESTION 1

Which statement exemplifies Salesforce's honesty guideline when training AI models?

- A. Minimize the AI models carbon footprint and environment impact during training.
- B. Ensure appropriate consent and transparency when using AI-generated responses.
- C. Control bias, toxicity, and harmful content with embedded guardrails and guidance.

**Answer: B**

#### Explanation:

"Ensuring appropriate consent and transparency when using AI-generated responses is a statement that exemplifies Salesforce's honesty guideline when training AI models. Salesforce's honesty guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for honesty and integrity in how they work and what they produce. Ensuring appropriate consent and transparency means respecting and honoring the choices and preferences of users regarding how their data is used or generated by AI systems. Ensuring appropriate consent and transparency also means providing clear and accurate information and documentation about the AI systems and their outputs."

#### NEW QUESTION 2

Cloud Kicks is testing a new AI model.

Which approach aligns with Salesforce's Trusted AI Principle of Inclusivity?

- A. Test only with data from a specific region or demographic to limit the risk of data leaks.
- B. Rely on a development team with uniform backgrounds to assess the potential societal implications of the model.
- C. Test with diverse and representative datasets appropriate for how the model will be used.

**Answer: C**

#### Explanation:

"Testing with diverse and representative datasets appropriate for how the model will be used aligns with Salesforce's Trusted AI Principle of Inclusivity. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing with diverse and representative datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

#### NEW QUESTION 3

What is the main focus of the Accountability principle in Salesforce's Trusted AI Principles?

- A. Safeguarding fundamental human rights and protecting sensitive data
- B. Taking responsibility for one's actions toward customers, partners, and society
- C. Ensuring transparency in AI-driven recommendations and predictions

**Answer: B**

#### Explanation:

"The main focus of the Accountability principle in Salesforce's Trusted AI Principles is taking responsibility for one's actions toward customers, partners, and society. Accountability means that AI systems should be designed and developed with respect for the impact and consequences of their actions on others. Accountability also means that AI developers and users should be aware of and adhere to the ethical, legal, and regulatory standards and expectations of their industry and domain."

#### NEW QUESTION 4

Cloud Kicks wants to evaluate its data quality to ensure accurate and up-to-date records. Which type of records negatively impact data quality?

- A. Structured
- B. Complete
- C. Duplicate

**Answer: C**

#### Explanation:

Duplicate records negatively impact data quality by creating inconsistencies and confusion in database management, leading to potential errors in customer relationship management (CRM) systems like Salesforce. Duplicates can skew analytics results, lead to inefficiencies in customer service, and result in redundant marketing efforts. Salesforce offers various tools to identify and merge duplicate records, thereby maintaining high data integrity. More about managing duplicate records in Salesforce and ensuring data quality can be found in Salesforce's documentation on duplicate management at Salesforce Duplicate Management.

#### NEW QUESTION 5

What is an example of Salesforce's Trusted AI Principle of Inclusivity in practice?

- A. Testing models with diverse datasets
- B. Striving for model explainability
- C. Working with human rights experts

**Answer: A**

#### Explanation:

"An example of Salesforce's Trusted AI Principle of Inclusivity in practice is testing models with diverse datasets. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing models with diverse datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

#### NEW QUESTION 6

Cloud Kicks wants to develop a solution to predict customers' interest based on historical data. The company found that employee region uses a text field to capture the product category while employee from all other locations use a picklist. Which dimension of data quality is affected in this scenario?

- A. Accuracy
- B. Consistency
- C. Completeness

**Answer: B**

#### Explanation:

"Consistency is the dimension of data quality that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

#### NEW QUESTION 7

What are the potential consequences of an organization suffering from poor data quality?

- A. Low employee morale, stock devaluation, and inability to attract top talent
- B. Revenue loss, poor customer service, and reputational damage
- C. Technical debt, monolithic system architecture, and slow ETL throughput

**Answer: B**

#### Explanation:

The potential consequences of an organization suffering from poor data quality include revenue loss, poor customer service, and reputational damage. Poor data quality can lead to inaccurate analytics and decision-making, impacting customer interactions, marketing strategies, and financial forecasting. These issues ultimately affect customer satisfaction and could lead to financial losses and a damaged brand reputation. Salesforce highlights the importance of maintaining high data quality for effective CRM and AI applications, offering various tools and best practices to enhance data integrity. For guidance on managing and improving data quality in Salesforce, see the Salesforce documentation on data quality at Salesforce Data Quality.

#### NEW QUESTION 8

A data quality expert at Cloud Kicks want to ensure that each new contact contains at least an email address ... Which feature should they use to accomplish this?

- A. Autofill
- B. Duplicate matching rule
- C. Validation rule

**Answer: C**

#### Explanation:

"A validation rule should be used to ensure that each new contact contains at least an email address or phone number. A validation rule is a feature that checks the data entered by users for errors before saving it to Salesforce. A validation rule can help ensure data quality by enforcing certain criteria or conditions for the data values."

#### NEW QUESTION 9

What is a Key consideration regarding data quality in AI implementation?

- A. Techniques from customizing AI features in Salesforce
- B. Data's role in training and fine-tuning Salesforce AI models
- C. Integration process of AI models with Salesforce workflows

**Answer: B**

#### Explanation:

"Data's role in training and fine-tuning Salesforce AI models is a key consideration regarding data quality in AI implementation. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Data's role in training and fine-tuning Salesforce AI models means understanding how data is used to build, train, test, and improve AI models in Salesforce, such as Einstein Prediction Builder or Einstein Discovery."

#### NEW QUESTION 10

How does AI which CRM help sales representatives better understand previous customer interactions?

- A. Creates, localizes, and translates product descriptions
- B. Triggers personalized service replies
- C. Provides call summaries

**Answer: C**

#### Explanation:

"Providing call summaries is how AI with CRM helps sales representatives better understand previous customer interactions. Call summaries are a feature that uses natural language processing (NLP) to analyze voice conversations between sales representatives and customers and generate summaries or transcripts of the calls. Call summaries can help sales representatives better understand previous customer interactions by providing key information, insights, or action items from the calls."

#### NEW QUESTION 10

Which Einstein capability uses emails to create content for Knowledge articles?

- A. Generate
- B. Discover
- C. Predict

**Answer:** A

#### Explanation:

"Einstein Generate uses emails to create content for Knowledge articles. Einstein Generate is a natural language generation (NLG) feature that can automatically write summaries, descriptions, or recommendations based on data or text inputs. For example, Einstein Generate can analyze email conversations between agents and customers and generate draft articles for the Knowledge base."

#### NEW QUESTION 14

What is Salesforce's Trusted AI Principle of Transparency?

- A. The customization of AI features to meet specific business requirements
- B. The integration of AI models with Salesforce workflows
- C. The clear and understandable explanation of AI decisions and actions

**Answer:** C

#### Explanation:

Salesforce's Trusted AI Principle of Transparency emphasizes the importance of providing clear and understandable explanations of AI decisions and actions. This principle ensures that users can understand how AI conclusions are drawn, which is crucial for trust and accountability, especially in business applications where AI decisions can have significant impacts. Transparency helps mitigate the "black box" nature of AI systems by making them more interpretable and allows for better oversight, compliance, and alignment with ethical guidelines. Salesforce elaborates on these principles in their ethical AI practices, which can be further explored at Salesforce Ethical AI.

#### NEW QUESTION 17

Salesforce defines bias as using a person's Immutable traits to classify them or market to them. Which potentially sensitive attribute is an example of an immutable trait?

- A. Financial status
- B. Nickname
- C. Email address

**Answer:** A

#### Explanation:

"Financial status is an example of an immutable trait. Immutable traits are characteristics that are inherent, fixed, or unchangeable. For example, financial status is an immutable trait because it is determined by factors beyond one's control, such as birth, inheritance, or economic conditions. Nickname and email address are not immutable traits because they can be changed by choice or preference."

#### NEW QUESTION 18

In the context of Salesforce's Trusted AI Principles what does the principle of Empowerment primarily aim to achieve?

- A. Empower users to off all skill level to build AI application with clicks, not code.
- B. Empower users to contribute to the growing body of knowledge of leading AI research.
- C. Empower users to solve challenging technical problems using neural networks.

**Answer:** A

#### Explanation:

"The principle of Empowerment primarily aims to achieve empowering users of all skill levels to build AI applications with clicks, not code. Empowerment is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the empowerment and education of humans. Empowering users means enabling users to access, use, and benefit from AI systems regardless of their technical expertise or background. For example, empowering users means providing tools and platforms that allow users to build AI applications with clicks, not code, such as Einstein Prediction Builder or Einstein Discovery."

#### NEW QUESTION 21

How does an organization benefit from using AI to personalize the shopping experience of online customers?

- A. Customers are more likely to share personal information with a site that personalizes their experience.
- B. Customers are more likely to be satisfied with their shopping experience.
- C. Customers are more likely to visit competitor sites that personalize their experience.

**Answer:** B

#### Explanation:

"An organization benefits from using AI to personalize the shopping experience of online customers by increasing customer satisfaction. AI can help provide customized and relevant product recommendations, offers, or content based on the customers' preferences, behavior, or needs. AI can also help create a more engaging and interactive shopping experience by using natural language processing (NLP) or computer vision techniques. Personalized shopping experiences can improve customer satisfaction by meeting their expectations, needs, and interests."

#### NEW QUESTION 22

What is a sensitive variable that can lead to bias?

- A. Education level
- B. Country
- C. Gender

**Answer:** C

**Explanation:**

“Gender is a sensitive variable that can lead to bias. A sensitive variable is a variable that can potentially cause discrimination or unfair treatment based on a person’s identity or characteristics. For example, gender is a sensitive variable because it can affect how people are perceived, treated, or represented by AI systems.”

**NEW QUESTION 24**

A business analyst (BA) is preparing a new use case for AI. They run a report to check for null values in the attributes they plan to use. Which data quality component is the BA verifying by checking for null values?

- A. Duplication
- B. Usage
- C. Completeness

**Answer:** C

**Explanation:**

By checking for null values, a business analyst (BA) is verifying the data quality component of completeness. Completeness refers to the absence of missing values or gaps in the data, which is essential for the accuracy and reliability of reports and analytics used in AI models. Null values can indicate incomplete data, which may adversely affect the performance of AI applications by leading to incorrect predictions or insights. Salesforce emphasizes the importance of data completeness for effective data analysis and provides tools for data quality assessment and improvement. Details on handling data completeness in Salesforce can be explored at Salesforce Help Data Management.

**NEW QUESTION 25**

Cloud Kicks wants to use an AI mode to predict the demand for shoes using historical data on sales and regional characteristics. What is an essential data quality dimension to achieve this goal?

- A. Reliability
- B. Volume
- C. Age

**Answer:** A

**Explanation:**

“Reliability is an essential data quality dimension to achieve the goal of predicting the demand for shoes using historical data on sales and regional characteristics. Reliability means that the data values are trustworthy, credible, and authoritative for the AI task. Reliable data can improve the accuracy and confidence of AI predictions, as they reflect the true state or condition of the target population or domain. For example, reliable data can help predict the demand for shoes by using verified and validated sales and regional data.”

**NEW QUESTION 30**

A sales manager wants to use AI to help sales representatives log their calls quicker and more accurately. Which functionality provides the best solution?

- A. Call Summaries
- B. Sales Dialer
- C. Auto-Generated Sales Tasks

**Answer:** A

**Explanation:**

The best functionality to help sales representatives log their calls quicker and more accurately is the use of AI-generated Call Summaries. This feature leverages AI to analyze voice data from sales calls and automatically generate concise summaries and actionable insights, which are then logged into the CRM system. This not only speeds up the process of recording call details but also enhances the accuracy of the data captured, reducing the likelihood of human error and ensuring that important details are not missed. Salesforce provides AI tools that integrate with telephony solutions to enable these capabilities, enhancing the efficiency of sales operations. For more information on Salesforce AI features like Einstein Call Coaching that support this functionality, visit Salesforce Einstein Call Coaching.

**NEW QUESTION 33**

What is the significance of explainability of trusted AI systems?

- A. Increases the complexity of AI models
- B. Enhances the security and accuracy of AI models
- C. Describes how AI models make decisions

**Answer:** C

**Explanation:**

The significance of the explainability of trusted AI systems is that it describes how AI models make decisions. Explainability is crucial for building trust and accountability in AI systems, ensuring that users and stakeholders understand the decision-making processes and outcomes generated by AI. This is particularly important in scenarios where AI decisions impact personal or financial status, such as in credit scoring or healthcare diagnostics. Salesforce emphasizes the importance of explainable AI through its ethical AI practices, aiming to make AI systems more transparent and understandable. More details about Salesforce’s approach to ethical and explainable AI can be found in Salesforce AI ethics resources at Salesforce AI Ethics.

#### NEW QUESTION 37

A sales manager wants to improve their processes using AI in Salesforce? Which application of AI would be most beneficial?

- A. Lead scoring and opportunity forecasting
- B. Sales dashboards and reporting
- C. Data modeling and management

**Answer:** A

#### Explanation:

“Lead scoring and opportunity forecasting are applications of AI that would be most beneficial for a sales manager who wants to improve their processes using AI in Salesforce. Lead scoring can help prioritize leads based on their likelihood to convert, while opportunity forecasting can help predict future sales or revenue based on historical data and trends. These applications of AI can help optimize sales processes by providing insights and recommendations that can increase sales efficiency and effectiveness.”

#### NEW QUESTION 41

What can bias in AI algorithms in CRM lead to?

- A. Personalization and target marketing changes
- B. Advertising cost increases
- C. Ethical challenges in CRM systems

**Answer:** C

#### Explanation:

“Bias in AI algorithms in CRM can lead to ethical challenges in CRM systems. Bias means that AI algorithms favor or discriminate certain groups or outcomes based on irrelevant or unfair criteria. Bias can affect the fairness and ethics of CRM systems, as they may affect how customers are perceived, treated, or represented by AI algorithms. For example, bias can lead to ethical challenges in CRM systems if AI algorithms make inaccurate or harmful predictions or recommendations based on customers’ identity or characteristics.”

#### NEW QUESTION 44

What is a potential source of bias in training data for AI models?

- A. The data is collected in area time from sources systems.
- B. The data is skewed toward is particular demographic or source.
- C. The data is collected from a diverse range of sources and demographics.

**Answer:** B

#### Explanation:

“A potential source of bias in training data for AI models is that the data is skewed toward a particular demographic or source. Skewed data means that the data is not balanced or representative of the target population or domain. Skewed data can introduce or exacerbate bias in AI models, as they may overfit or underfit the model to a specific subset of data. For example, skewed data can lead to bias if the data is collected from a limited or biased demographic or source, such as a certain age group, gender, race, location, or platform.”

#### NEW QUESTION 47

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