Salesforce

Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

NEW QUESTION 1
A healthcare company implements an algorithm to analyze patient data and assist in medical diagnosis.
Which primary role does data Quality play In this AI application?

A. Enhanced accuracy and reliability of medical predictions and diagnoses
B. Ensured compatibility of AI algorithms with the system's Infrastructure
C. Reduced need for healthcare expertise in interpreting AI outouts

Answer: A

Explanation:
 "Data quality plays a crucial role in enhancing the accuracy and reliability of medical predictions and diagnoses. Poor data quality can lead to inaccurate or misleading results, which can have serious consequences for patients' health and well-being. Therefore, it is important to ensure that the data used for AI applications in healthcare is accurate, complete, consistent, and relevant."

NEW QUESTION 2
What is the role of Salesforce Trust AI principles in the context of CRM system?

A. Guiding ethical and responsible use of AI
B. Providing a framework for AI data model accuracy
C. Outlining the technical specifications for AI integration

Answer: A

Explanation:
 "The role of Salesforce Trust AI principles in the context of CRM systems is guiding ethical and responsible use of AI. Salesforce Trust AI principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education. The principles aim to ensure that AI systems are aligned with the values and interests of customers, partners, and society."

NEW QUESTION 3
Cloud Kicks is testing a new AI model.
Which approach aligns with Salesforce's Trusted AI Principle of Incluslvity?

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 4
Which action introduces bias in the training data used for AI algorithms?

A. Using a large dataset that is computationally expensive
B. Using a dataset that represents diverse perspectives and populations
C. Using a dataset that underrepresents perspectives and populations

Answer: C

Explanation:
 Introducing bias in training data for AI algorithms occurs when the dataset used underrepresents certain perspectives and populations. This type of bias can skew AI predictions, making the system less fair and accurate. For example, if a dataset predominantly contains information from one demographic group, the AI's performance may not generalize well to other groups, leading to biased or unfair outcomes. Salesforce discusses the impact of biased training data and ways to mitigate this in their AI ethics guidelines, which can be explored further in the Salesforce AI documentation on Responsible Creation of AI.

NEW QUESTION 5
Cloud Kicks learns of complaints from customers who are receiving too many sales calls and emails.
Which data quality dimension should be assessed to reduce these communication Inefficiencies?

A. Duplication
B. Usage
C. Consent

Answer: A

Explanation:
 "Duplication is the data quality dimension that should be assessed to reduce communication inefficiencies. Duplication means that the data contains multiple copies or instances of the same record or value. Duplication can cause confusion, errors, or waste in data analysis and processing. For example, duplication can lead to communication inefficiencies if customers receive multiple calls or emails from different sources for the same purpose."

NEW QUESTION 6
Cloud Kicks wants to ensure that multiple records for the same customer are removed in Salesforce.
Which feature should be used to accomplish this?

A. Duplicate management
B. Trigger deletion of old records
C. Standardized field names

Answer: A

Explanation:
 "Duplicate management should be used to remove multiple records for the same customer in Salesforce. Duplicate management is a feature that helps prevent and manage duplicate records in Salesforce. Duplicate management can help define matching rules, duplicate rules, and alert messages to detect and merge duplicate records."

NEW QUESTION 7
Cloud Kicks relies on data analysis to optimize its product recommendation; however, CK encounters a recurring Issue of Incomplete customer records, with missing contact Information and incomplete purchase histories.
How will this incomplete data quality impact the company's operations?

A. The accuracy of product recommendations is hindered.
B. The diversity of product recommendations Is Improved.
C. The response time for product recommendations is stalled.

Answer: A

Explanation:
 "The incomplete data quality will impact the company's operations by hindering the accuracy of product recommendations. Incomplete data means that the data is missing some values or attributes that are relevant for the AI task. Incomplete data can affect the performance and reliability of AI models, as they may not have enough information to learn from or make accurate predictions. For example, incomplete customer records can affect the quality of product recommendations, as the AI model may not be able to capture the customers' preferences, behavior, or needs."

NEW QUESTION 8
What are predictive analytics, machine learning, natural language processing (NLP), and computer vision?

A. Different types of data models used in Salesforce
B. Different types of automation tools used in Salesforce
C. Different types of AI that can be applied in Salesforce

Answer: C

Explanation:
 Predictive analytics, machine learning, natural language processing (NLP), and computer vision are all types of artificial intelligence technologies that can be applied in Salesforce to enhance various aspects of business operations and customer interactions. Predictive analytics uses historical data to make predictions about future events. Machine learning involves algorithms that can learn from and make decisions based on data. NLP is concerned with the interactions between computers and humans using natural language, and computer vision interprets and processes visual information from the world to make sense of it in the way humans do. Salesforce harnesses these AI technologies, particularly through its Einstein platform, to provide powerful tools that help businesses automate tasks, make better decisions, and offer more personalized services. For more on how Salesforce utilizes these AI technologies, you can explore the Einstein AI services documentation at Salesforce Einstein.

NEW QUESTION 9
What is an example of Salesforce's Trusted AI Principle of Inclusivity in practice?

A. Testing models with diverse datasets
B. Striving for model explain ability
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 10
An administrator at Cloud Kicks wants to ensure that a field is set up on the customer record so their preferred name can be captured.
Which Salesforce field type should the administrator use to accomplish this?

A. Multi-Select Picklist
B. Text
C. Rich Text Area

Answer: B

Explanation:
 "A text field type should be used to capture the customer's preferred name. A text field type allows the user to enter any combination of letters, numbers, or symbols. A text field type can be used to store names, addresses, phone numbers, or other personal information."

NEW QUESTION 10
What does the term "data completeness" refer to in the context of data quality?

A. The degree to which all required data points are present in the dataset
B. The process of aggregating multiple datasets from various databases
C. The ability to access data from multiple sources in real time

Answer: A

Explanation:
Data completeness is a measure of data quality that assesses whether all required data points are present in a dataset. It checks for missing values or gaps in data necessary for accurate analysis and decision-making. In the context of Salesforce, ensuring data completeness is crucial for the effectiveness of CRM operations, reporting, and AI-driven applications like Salesforce Einstein, which rely on complete data to function optimally. Salesforce provides various tools and features, such as data validation rules and batch data import processes, that help maintain data completeness across its platform. Detailed guidance on managing data quality in Salesforce can be found in the Salesforce Help documentation on data management at Salesforce Help Data Management.

NEW QUESTION 12
A business analyst (BA) wants to improve business by enhancing their sales processes and customer..
Which AI application should the BA use to meet their needs?

A. Sales data cleansing and customer support data governance
B. Machine learning models and chatbot predictions
C. Lead scoring, opportunity forecasting, and case classification

Answer: C

Explanation:
"Lead scoring, opportunity forecasting, and case classification are AI applications that can help a business analyst improve their sales processes and customer support. Lead scoring can help prioritize leads based on their likelihood to convert, opportunity forecasting can help predict future sales or revenue based on historical data and trends, and case classification can help categorize and route cases based on their attributes."

NEW QUESTION 17
What is a key challenge of human AI collaboration in decision-making?

A. Leads to move informed and balanced decision-making
B. Creates a reliance on AI, potentially leading to less critical thinking and oversight
C. Reduce the need for human involvement in decision-making processes

Answer: B

Explanation:
"A key challenge of human-AI collaboration in decision-making is that it creates a reliance on AI, potentially leading to less critical thinking and oversight. Human-AI collaboration is a process that involves humans and AI systems working together to achieve a common goal or task. Human-AI collaboration can have many benefits, such as leveraging the strengths and complementing the weaknesses of both humans and AI systems. However, human-AI collaboration can also pose some challenges, such as creating a reliance on AI, potentially leading to less critical thinking and oversight. For example, human-AI collaboration can create a reliance on AI if humans blindly trust or follow the AI recommendations without questioning or verifying their validity or rationale."

NEW QUESTION 20
Which type of bias results from data being labeled according to stereotypes?

A. Association
B. Societal
C. Interaction

Answer: B

Explanation:
"Societal bias results from data being labeled according to stereotypes. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. For example, societal bias can occur when data is labeled based on gender, race, ethnicity, or religion stereotypes."

NEW QUESTION 21
What are some of the ethical challenges associated with AI development?

A. Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes
B. Implicit transparency of AI systems, which makes It easy for users to understand andtrust their decisions
C. Inherent neutrality of AI systems, which eliminates any potential for human bias in decision-making

Answer: A

Explanation:
"Some of the ethical challenges associated with AI development are the potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes. Human bias can arise from the data used to train the models, the design choices made by the developers, or the interpretation of the results by the users. Lack of transparency can make it difficult to understand how and why AI systems make certain decisions, which can affect trust, accountability, and fairness."

NEW QUESTION 24
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 25
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 28
How does poor data quality affect predictive and generative AI models?

A. Creates inaccurate results
B. Increases raw data volume
C. Decreases storage efficiency

Answer: A

Explanation:
Poor data quality significantly impacts the performance of predictive and generative AI models by leading to inaccurate and unreliable results. Factors such as incomplete data, incorrect data, or poorly formatted data can mislead AI models during the learning phase, causing them to make incorrect assumptions, learn inappropriate patterns, or generalize poorly to new data. This inaccuracy can be detrimental in applications where precision is critical, such as in predictive analytics for sales forecasting or customer behavior analysis. Salesforce emphasizes the importance of data quality for AI model effectiveness in their AI best practices guide, which can be reviewed on Salesforce AI Best Practices.

NEW QUESTION 30
What should organizations do to ensure data quality for their AI initiatives?

A. Collect and curate high-quality data from reliable sources.
B. Rely on AI algorithms to automatically handle data quality issues.
C. Prioritize model fine-tuning over data quality improvements.

Answer: A

Explanation:
"Organizations should collect and curate high-quality data from reliable sources to ensure data quality for their AI initiatives. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. Reliable sources mean that the data is trustworthy, credible, and authoritative. Collecting and curating high- quality data from reliable sources can improve the performance and reliability of AI systems."

NEW QUESTION 32
What is Salesforce's Trusted AI Principle of Transparency?

A. The customization of AT features to meet specific business requirements
B. The integration of AT 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 33
What should be done to prevent bias from entering an AI system when training it?

A. Use alternative assumptions.
B. Import diverse training data.

C. Include Proxy variables.

Answer: B

Explanation:
 "Using diverse training data is what should be done to prevent bias from entering an AI system when training it. Diverse training data means that the data covers a wide range of features and patterns that are relevant for the AI task. Diverse training data can help prevent bias by ensuring that the AI system learns from a balanced and representative sample of the target population or domain. Diverse training data can also help improve the accuracy and generalization of the AI system by capturing more variations and scenarios in the data."

NEW QUESTION 35
Cloud Kicks wants to use Einstein Prediction Builder to determine a customer's likelihood of buying specific products; however, data quality is a…
How can data quality be assessed quality?

A. Build a Data Management Strategy.
B. Build reports to expire the data quality.
C. Leverage data quality apps from AppExchange

Answer: C

Explanation:
 "Leveraging data quality apps from AppExchange is how data quality can be assessed. 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. Leveraging data quality apps from AppExchange means using third-party applications or solutions that can help measure, monitor, or improve data quality in Salesforce."

NEW QUESTION 38
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 43
Which action should be taken to develop and implement trusted generated AI with Salesforce's safety guideline in mind?

A. Develop right-sized models to reduce our carbon footprint.
B. Create guardrails that mitigates toxicity and protect PII
C. Be transparent when AI has created and automatically delivered content.

Answer: B

Explanation:
 "Creating guardrails that mitigate toxicity and protect PII is an action that should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind. Salesforce's safety guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the safety and well-being of humans and the environment. Creating guardrails means implementing measures or mechanisms that can prevent or limit the potential harm or risk caused by AI systems. For example, creating guardrails can help mitigate toxicity by filtering out inappropriate or offensive content generated by AI systems. Creating guardrails can also help protect PII by masking or anonymizing personal or sensitive information generated by AI systems."

NEW QUESTION 45
Cloud kicks wants to decrease the workload for its customer care agents by implementing a chatbot on its website that partially deflects incoming cases by answering frequency asked questions
Which field of AI is most suitable for this scenario?

A. Natural language processing
B. Computer vision
C. Predictive analytics

Answer: A

Explanation:
 "Natural language processing is the field of AI that is most suitable for this scenario. Natural language processing (NLP) is a branch of AI that enables computers to understand and generate natural language, such as speech or text. NLP can be used to create conversational interfaces that can interact with users using natural language, such as chatbots. Chatbots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the user's intent and context."

NEW QUESTION 47
Cloud Kicks wants to create a custom service analytics application to analyze cases in Salesforce. The application should rely on accurate data to ensure efficient case resolution.

Which data quality dimension Is essential for this custom application?

A. Consistency
B. Duplication
C. Age

Answer: A

Explanation:

"Consistency is the data quality dimension that is essential for creating a custom service analytics application to analyze cases in Salesforce. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Consistent data can ensure that the custom application can accurately and efficiently analyze cases and provide meaningful insights."

NEW QUESTION 49
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 51
Cloud Kicks wants to use AI to enhance its sales processes and customer support. Which capacity should they use?

A. Dashboard of Current Leads and Cases
B. Sales path and Automaton Case Escalations
C. Einstein Lead Scoring and Case Classification

Answer: C

Explanation:

"Einstein Lead Scoring and Case Classification are the capabilities that Cloud Kicks should use to enhance its sales processes and customer support. Einstein Lead Scoring and Case Classification are features that use AI to optimize sales and service processes by providing insights and recommendations based on data. Einstein Lead Scoring can help prioritize leads based on their likelihood to convert, while Einstein Case Classification can help categorize and route cases based on their attributes."

NEW QUESTION 56
How does a data quality assessment impact business outcome for companies using AI?

A. Improves the speed of AI recommendations
B. Accelerates the delivery of new AI solutions
C. Provides a benchmark for AI predictions

Answer: C

Explanation:

"A data quality assessment impacts business outcomes for companies using AI by providing a benchmark for AI predictions. A data quality assessment is a process that measures and evaluates the quality of data for a specific purpose or task. A data quality assessment can help identify and address any issues or gaps in the data quality dimensions, such as accuracy, completeness, consistency, relevance, and timeliness. A data quality assessment can impact business outcomes for companies using AI by
providing a benchmark for AI predictions, as it can help ensure that the predictions are based on high-quality data that reflects the true state or condition of the target population or domain."

NEW QUESTION 58
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 62
Why is it critical to consider privacy concerns when dealing with AI and CRM data?

A. Ensures compliance with laws and regulations
B. Confirms the data is accessible to all users
C. Increases the volume of data collected

Answer: A

Explanation:
 "It is critical to consider privacy concerns when dealing with AI and CRM data because it ensures compliance with laws and regulations. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Data privacy laws and regulations are legal frameworks that define and enforce the rights and obligations of data subjects, data controllers, and data processors regarding personal data. Data privacy laws and regulations vary by country, region, or industry, and may impose different requirements or restrictions on how AI and CRM data can be handled."

NEW QUESTION 64
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 69
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 74
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 79
A developer has a large amount of data, but it is scattered across different systems and is not standardized.
Which key data quality element should they focus on to ensure the effectiveness of the AI models?

A. Performance
B. Consistency
C. Volume

Answer: B

Explanation:
 When data is scattered and not standardized, the key data quality element a developer should focus on is consistency. Consistency refers to the uniformity and standardization of data across different systems, which is crucial for integrating and analyzing data effectively, especially when developing AI models. Inconsistent data can lead to errors in analysis, poor AI model performance, and misleading insights. Salesforce provides tools and practices for ensuring data consistency,

such as data integration and management solutions that help standardize and synchronize data across platforms. For more information on Salesforce data management, refer to the Salesforce data management tools at Salesforce Data Management.

NEW QUESTION 84
What is the most likely impact that high-quality data will have on customer relationships?

A. Increased brand loyalty
B. Higher customer acquisition costs
C. Improved customer trust and satisfaction

Answer: C

Explanation:
"The most likely impact that high-quality data will have on customer relationships is improved customer trust and satisfaction. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve customer relationships by enabling AI systems to provide personalized and relevant products, services, or solutions that meet the customers' expectations, needs, and interests. High-quality data can also improve customer trust and satisfaction by reducing errors, delays, or waste in customer interactions."

NEW QUESTION 87
What is a possible outcome of poor data quality?

A. AI models maintain accuracy but have slower response times.
B. Biases in data can be inadvertently learned and amplified by AI systems.
C. AI predictions become more focused and less robust.

Answer: B

Explanation:
"A possible outcome of poor data quality is that biases in data can be inadvertently learned and amplified by AI systems. Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor data quality can affect the performance and reliability of AI systems, as they may not have enough or correct information to learn from or make accurate predictions. Poor data quality can also introduce or exacerbate biases in data, such as human bias, societal bias, or confirmation bias, which can affect the fairness and ethics of AI systems."

NEW QUESTION 88
What should an organization do to enforce consistency across accounts for newly entered records?

A. Merge all duplicate accounts into a single record when duplicate entries are detected.
B. Input the data exactly as it appears from the source, such as the company's website or social media,
C. Implement naming conventions or a predefined list of user-selectable values for organization-wide records.

Answer: C

Explanation:
To ensure consistency across accounts for newly entered records, organizations should implement naming conventions or a predefined list of user-selectable values. This approach standardizes data entry, reducing variations and errors. It also helps in maintaining clean data which is essential for accurate reporting and analytics. Using standardized naming conventions ensures that all users adhere to a consistent format, making it easier to manage and analyze data across the organization. For more information on best practices for data management in Salesforce, refer to Salesforce's documentation on Data Management Best Practices.

NEW QUESTION 92
What role does data quality play in the ethical us of AI applications?

A. High-quality data is essential for ensuring unbased and for fair AI decisions, promoting ethical use, and preventing discrimi…
B. High-quality data ensures the process of demographic attributes requires for personalized campaigns.
C. Low-quality data reduces the risk of unintended bias as the data is not overfitted to demographic groups.

Answer: A

Explanation:
"High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and preventing discrimination. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can help ensure unbiased and fair AI decisions by providing a balanced and representative sample of the target population or domain. High-quality data can also help promote ethical use and prevent discrimination by respecting the rights and preferences of users regarding their personal data."

NEW QUESTION 97
What is the rile of data quality in achieving AI business Objectives?

A. Data quality is unnecessary because AI can work with all data types.
B. Data quality is required to create accurate AI data insights.
C. Data quality is important for maintain Ai data storage limits

Answer: B

Explanation:
"Data quality is required to create accurate AI data insights. 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 quality can also affect the accuracy and validity of AI data insights, as they reflect the quality of the data used or generated by AI systems."

NEW QUESTION 98
The Cloud technical team is assessing the effectiveness of their AI development processes?
Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solution?

A. Ethical AI Prediction Maturity Model
B. Ethical AI Process Maturity Model
C. Ethical AI practice Maturity Model

Answer: B

Explanation:
 "The Ethical AI Process Maturity Model is the established Salesforce Ethical Maturity Model that the Cloud technical team should use to guide the development of trusted AI solutions. The Ethical AI Process Maturity Model is a framework that helps assess and improve the ethical and responsible practices and processes involved in developing and deploying AI systems. The Ethical AI Process Maturity Model consists of five levels of maturity: Ad Hoc, Aware, Defined, Managed, and Optimized. The Ethical AI Process Maturity Model can help guide the development of trusted AI solutions by providing a roadmap and best practices for achieving higher levels of ethical maturity."

NEW QUESTION 100
Cloud Kicks implements a new product recommendation feature for its shoppers that recommends shoes of a given color to display to customers based on the color of the products from their purchase history.
Which type of bias is most likely to be encountered in this scenario?

A. Confirmation
B. Survivorship
C. Societal

Answer: A

Explanation:
 "Confirmation bias is most likely to be encountered in this scenario. Confirmation bias is a type of bias that occurs when data or information confirms or supports one's existing beliefs or expectations. For example, confirmation bias can occur when a product recommendation feature only recommends shoes of a given color based on the customer's purchase history, without considering other factors or preferences that may influence their choice."

NEW QUESTION 102
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