Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

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NEW QUESTION 1
Which type of bias imposes a system 's values on others?

A. Societal
B. Automation
C. Association

Answer: A

Explanation:
 "Societal bias is the type of bias that imposes a system's values on others. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. Societal bias can affect the fairness and ethics of AI systems, as they may affect how different groups or domains are perceived, treated, or represented by AI systems. For example, societal bias can occur when AI systems impose a system's values on others, such as using Western standards of beauty or success to judge or rank people from other cultures."

NEW QUESTION 2
Which statement exemplifies Salesforces 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 3
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 4
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 5
Which type of AI can enhance customer service agents' email responses by analyzing the written content of previous emails?

A. Natural language processing
B. Machine learning
C. Deep learning

Answer: A

Explanation:
 Natural language processing (NLP) is the type of AI that can enhance customer service agents' email responses by analyzing the written content of previous emails. NLP technologies interpret and generate human language, allowing AI systems to understand, respond to, and even anticipate customer needs based on email interactions. This capability helps in crafting more relevant, accurate, and personalized email responses, improving customer service quality. Salesforce utilizes NLP in its Einstein AI platform to augment various customer service functions. More about Salesforce Einstein's NLP capabilities can be found on the Salesforce Einstein page at Salesforce Einstein NLP.

NEW QUESTION 6
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 7
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 8
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 9
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 10
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 10

Cloud Kicks' latest email campaign is struggling to attract new customers. How can AI increase the company's customer email engagement?

A. Create personalized emails
B. Resend emails to inactive recipients
C. Remove invalid email addresses

Answer: A

Explanation:
 AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio.

NEW QUESTION 13
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 15
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 17
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 21
A financial institution plans a campaign for preapproved credit cards?
How should they implement Salesforce's Trusted AI Principle of Transparency?

A. Communicate how risk factors such as credit score can impact customer eligibility.
B. Flag sensitive variables and their proxies to prevent discriminatory lending practices.
C. Incorporate customer feedback into the model's continuous training.

Answer: B

Explanation:
 "Flagging sensitive variables and their proxies to prevent discriminatory lending practices is how they should implement Salesforce's Trusted AI Principle of Transparency. Transparency is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with. Flagging sensitive variables and their proxies means identifying and marking variables that can potentially

cause discrimination or unfair treatment based on a person's identity or characteristics, such as age, gender, race, income, or credit score. Flagging sensitive variables and their proxies can help implement Transparency by allowing users to understand and evaluate the data used or generated by AI systems."

NEW QUESTION 22
A Salesforce administrator creates a new field to capture an order's destination country. Which field type should they use to ensure data quality?

A. Text
B. Picklist
C. Number

Answer: B

Explanation:
"A picklist field type should be used to ensure data quality for capturing an order's destination country. A picklist field type allows the user to select one or more predefined values from a list. A picklist field type can ensure data quality by enforcing consistency, accuracy, and completeness of the data values."

NEW QUESTION 23
How does the "right of least privilege" reduce the risk of handling sensitive personal data?

A. By limiting how many people have access to data
B. By reducing how many attributes are collected
C. By applying data retention policies

Answer: A

Explanation:
"The "right of least privilege" reduces the risk of handling sensitive personal data by limiting how many people have access to data. The "right of least privilege" is a security principle that states that each user or system should have the minimum level of access or privilege necessary to perform their tasks or functions. The "right of least privilege" can help protect sensitive personal data from unauthorized access, misuse, or leakage."

NEW QUESTION 27
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 31
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 36
Cloud Kicks relies on data analysis to optimize its product recommendations for customers. How will incomplete data quality impact the company's recommendations?

A. The response time for the product
B. The accuracy of the product
C. The diversity of the product

Answer: B

Explanation:
Incomplete data quality negatively impacts the accuracy of product recommendations made by Cloud Kicks. If data is missing or incomplete, the AI models used for product recommendation may not have enough information to accurately predict customer preferences and behavior. This leads to recommendations that may not align well with customer needs, reducing customer satisfaction and potentially affecting sales. Ensuring complete and accurate data is crucial for effective

recommendation systems. Salesforce discusses the impact of data quality on AI outcomes and strategies to enhance data integrity in their documentation on AI and data management, which can be referenced at Data Management for AI.

NEW QUESTION 40
A sales manager wants to improve their processes using AI in Salesforce? Which application of AI would be most beneficial?

A. Lead soring 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 45
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 50
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 51
A customer using Einstein Prediction Builder is confused about why a certain prediction was made.
Following Salesforce's Trusted AI Principle of Transparency, which customer information should be accessible on the Salesforce Platform?

A. An explanation of how Prediction Builder works and a link to Salesforce's Trusted AI Principles
B. An explanation of the prediction's rationale and a model card that describes how the model was created
C. A marketing article of the product that clearly outlines the oroduct's capabilities and features

Answer: B

Explanation:
 "An explanation of the prediction's rationale and a model card that describes how the model was created should be accessible on the Salesforce Platform following Salesforce's Trusted AI Principle of Transparency. Transparency means that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with."

NEW QUESTION 54
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 58
Cloud Kicks wants to improve the quality of its AI model's predictions with the use of a large amount of data.
Which data quality element should the company focus on?

A. Accuracy
B. Location
C. Volume

Answer: A

Explanation:
 To improve the quality of AI model predictions, Cloud Kicks should focus on the accuracy of the data. Accurate data ensures that the insights and predictions generated by AI models are reliable and valid. Data accuracy involves correcting errors, filling missing values, and verifying data sources to enhance the quality of information fed into the AI systems. Focusing on data accuracy helps in minimizing prediction errors and enhances the decision-making process based on AI insights. For more details on the importance of data quality in AI models, Salesforce provides extensive guidance in their documentation, which can be found at Data Quality and AI.

NEW QUESTION 60
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