

# 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 outputs

**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

Cloud Kicks wants to implement AI features on its Salesforce Platform but has concerns about potential ethical and privacy challenges. What should they consider doing to minimize potential AI bias?

- A. Integrate AI models that auto-correct biased data.
- B. Implement Salesforce's Trusted AI Principles.
- C. Use demographic data to identify minority groups.

**Answer:** B

#### Explanation:

“Implementing Salesforce’s Trusted AI Principles is what Cloud Kicks should consider doing to minimize potential AI bias. Salesforce’s Trusted 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.”

#### NEW QUESTION 3

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 4

What is a potential outcome of using poor-quality data in AI application?

- A. AI model training becomes slower and less efficient
- B. AI models may produce biased or erroneous results.
- C. AI models become more interpretable

**Answer:** B

#### Explanation:

“A potential outcome of using poor-quality data in AI applications is that AI models may produce biased or erroneous results. Poor-quality data means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor-quality data can affect the performance and reliability of AI models, as they may not have enough or correct information to learn from or make accurate predictions. Poor-quality data can also introduce or exacerbate biases or errors in AI models, such as human bias, societal bias, confirmation bias, or overfitting or underfitting.”

#### NEW QUESTION 5

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 6

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 7

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 8

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 9

Which best describes the difference between predictive AI and generative AI?

- A. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI does not use machine learning to generate its output.
- B. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine learning to generate new and original output for 4 given input
- C. Predictive AI and generative AI have the same capabilities but differ in the type of input they receive; predictive AI receives raw data whereas generative AI receives natural language.

**Answer:** B

#### Explanation:

Predictive AI and generative AI represent two different applications of machine learning technologies. Predictive AI focuses on making predictions based on historical data. It analyzes past data to forecast future outcomes, such as customer churn or sales trends. On the other hand, generative AI is designed to generate new and original outputs based on the learned data patterns. This includes tasks like creating new images, text, or music that resemble the training data but do not duplicate it. Both types of AI use machine learning, but their objectives and outputs are distinct. For detailed differences and applications in a Salesforce context, Salesforce's guide on AI technologies is a helpful resource, accessible at Salesforce AI Technologies.

#### NEW QUESTION 10

How is natural language processing (NLP) used in the context of AI capabilities?

- A. To cleanse and prepare data for AI implementations
- B. To interpret and understand programming language
- C. To understand and generate human language

**Answer:** C

#### Explanation:

"Natural language processing (NLP) is used in the context of AI capabilities to understand and generate human language. NLP can enable AI systems to interact with humans using natural language, such as speech or text. NLP can also enable AI systems to analyze and extract information from natural language data, such as documents, emails, or social media posts."

#### NEW QUESTION 10

A service leader wants use AI to help customer resolve their issues quicker in a guided self-serve application. Which Einstein functionality provides the best solution?

- A. Case Classification
- B. Bots
- C. Recommendation

**Answer: B**

#### Explanation:

“Bots provide the best solution for a service leader who wants to use AI to help customers resolve their issues quicker in a guided self-serve application. Bots are a feature that uses natural language processing (NLP) and natural language understanding (NLU) to create conversational interfaces that can interact with customers using text or voice. Bots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the customer’s intent and context.”

#### NEW QUESTION 12

What is an example of ethical debt?

- A. Violating a data privacy law and falling to pay fines
- B. Launching an AI feature after discovering a harmful bias
- C. Delaying an AI product launch to retrain an AI data model

**Answer: B**

#### Explanation:

“Launching an AI feature after discovering a harmful bias is an example of ethical debt. Ethical debt is a term that describes the potential harm or risk caused by unethical or irresponsible decisions or actions related to AI systems. Ethical debt can accumulate over time and have negative consequences for users, customers, partners, or society. For example, launching an AI feature after discovering a harmful bias can create ethical debt by exposing users to unfair or inaccurate results that may affect their trust, satisfaction, or well-being.”

#### NEW QUESTION 15

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 18

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 21

A system admin recognizes the need to put a data management strategy in place. What is a key component of data management strategy?

- A. Naming Convention
- B. Data Backup
- C. Color Coding

**Answer: B**

#### Explanation:

Data Backup is a key component of a data management strategy. A data backup is a process of creating and storing copies of data in a separate location or device to prevent data loss or damage in case of a disaster, accident, or malicious attack. A data backup can help ensure data availability, reliability, and security by allowing data to be restored or recovered in the event of a data breach, corruption, or deletion. A data management strategy should include a data backup plan that defines the frequency, scope, method, and location of data backups, as well as the roles and responsibilities of the data backup team.

#### NEW QUESTION 22

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 23

Which data does Salesforce automatically exclude from marketing Cloud Einstein engagement model training to mitigate bias and ethic...

- A. Geographic
- B. Demographic
- C. Cryptographic

**Answer:** B

#### Explanation:

“Demographic data is the data that Salesforce automatically excludes from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems. Salesforce excludes demographic data from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns by ensuring that the models are based on behavioral data rather than personal data.”

#### NEW QUESTION 28

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 33

What is a benefit of data quality and transparency as it pertains to bias in generated AI?

- A. Chances of bias are mitigated
- B. Chances of bias are aggravated
- C. Chances of bias are removed

**Answer:** A

#### Explanation:

A benefit of data quality and transparency as it pertains to bias in generated AI is that the chances of bias are mitigated. High data quality ensures that AI models are trained on accurate and representative data, reducing the risk of biased outcomes. Transparency in AI processes helps stakeholders understand how decisions are made, allowing for the identification and correction of potential biases. Together, these practices contribute to the development of fairer and more accountable AI systems. Salesforce highlights the importance of these principles in its AI practices, particularly through its ethical AI framework, which advocates for fairness and accountability. More on Salesforce's commitment to promoting unbiased AI can be found in their AI ethics guidelines at Salesforce AI Ethics.

#### NEW QUESTION 38

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 and trust 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 40

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 45

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 49

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 52

Cloud Kicks wants to optimize its business operations by incorporating AI into its CRM. What should the company do first to prepare its data for use with AI?

- A. Remove biased data.
- B. Determine data availability.
- C. Determine data outcomes.

**Answer:** B

#### Explanation:

Before using AI to optimize business operations, the company should first assess the availability and quality of its data. Data is the fuel for AI, and without sufficient and relevant data, AI cannot produce accurate and reliable results. Therefore, the company should identify what data it has, where it is stored, how it is accessed, and how it is maintained. This will help the company understand the feasibility and scope of its AI projects.

#### NEW QUESTION 55

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 57

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 62**

What is a key characteristic of machine learning in the context of AI capabilities?

- A. Uses algorithms to learn from data and make decisions
- B. Relies on preprogrammed rules to make decisions
- C. Can perfectly mimic human intelligence and decision-making

**Answer:** A

**Explanation:**

"Machine learning is a key characteristic of AI capabilities that uses algorithms to learn from data and make decisions. Machine learning is a branch of AI that enables computers to learn from data without being explicitly programmed. Machine learning algorithms can analyze data, identify patterns, and make predictions or recommendations based on the data."

**NEW QUESTION 67**

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 72**

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 76**

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 80**

Cloud Kicks prepares a dataset for an AI model and identifies some inconsistencies in the data. What is the most appropriate action the company should take?

- A. Adjust the AI model to account for the data inconsistencies.
- B. Increase the quantity of data being used for training the model
- C. Investigate the data inconsistencies and apply data quality techniques.

**Answer:** C

**Explanation:**

When inconsistencies in data are identified, the most appropriate action is to investigate these inconsistencies and apply data quality techniques. Adjusting the AI model to accommodate poor quality data or simply increasing the quantity of data without addressing the underlying issues does not solve the problem and can lead to less reliable AI outputs. Proper data cleaning, normalization, and validation are necessary steps to ensure that the data fed into an AI model is accurate and reliable, thus enhancing the model's performance. Salesforce provides guidelines on how to manage and improve data quality, including practical steps for addressing data inconsistencies, detailed at Improving Data Quality in Salesforce.

**NEW QUESTION 81**

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 86**

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 89**

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 90**

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 91**

How does data quality impact the trustworthiness of AI-driven decisions?

- A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.

- B. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.
- C. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.

**Answer:** B

**Explanation:**

“High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems.”

**NEW QUESTION 96**

What is an implication of user consent in regard to AI data privacy?

- A. AI ensures complete data privacy by automatically obtaining user consent.
- B. AI infringes on privacy when user consent is not obtained.
- C. AI operates independently of user privacy and consent.

**Answer:** B

**Explanation:**

“AI infringes on privacy when user consent is not obtained. User consent is the permission or agreement given by a user to allow their personal data to be collected, used, shared, or stored by others. User consent is an important aspect of data privacy, which is the right of individuals to control how their personal data is handled by others. AI infringes on privacy when user consent is not obtained because it violates the user’s rights and preferences regarding their personal data.”

**NEW QUESTION 101**

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 106**

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 107**

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 110**

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 112**

Which features of Einstein enhance sales efficiency and effectiveness?

- A. Opportunity List View, Lead List View, Account List view
- B. Opportunity Scoring, Opportunity List View, Opportunity Dashboard
- C. Opportunity Scoring, Lead Scoring, Account Insights

**Answer:** C

**Explanation:**

“Opportunity Scoring, Lead Scoring, Account Insights are features of Einstein that enhance sales efficiency and effectiveness. Opportunity Scoring and Lead Scoring use predictive models to assign scores to opportunities and leads based on their likelihood to close or convert. Account Insights use natural language processing (NLP) to provide relevant news and insights about accounts based on their industry, location, or events.”

**NEW QUESTION 114**

What are the three commonly used examples of AI in CRM?

- A. Predictive scoring, reporting, Image classification
- B. Predictive scoring, forecasting, recommendations
- C. Einstein Bots, face recognition, recommendations

**Answer:** B

**Explanation:**

“Predictive scoring, forecasting, and recommendations are three commonly used examples of AI in CRM. Predictive scoring can help prioritize leads, opportunities, and customers based on their likelihood to convert, churn, or buy. Forecasting can help predict future sales, revenue, or demand based on historical data and trends. Recommendations can help suggest the best products, services, or actions for each customer based on their preferences, behavior, and needs.”

**NEW QUESTION 119**

What is a societal implication of excluding ethics in AI development?

- A. Faster and cheaper development
- B. More innovation and creativity
- C. Harm to marginalized communities

**Answer:** C

**Explanation:**

Excluding ethics in AI development can lead to societal implications such as harm to marginalized communities. When ethical considerations are not integrated into AI development, the resulting technologies may perpetuate or amplify biases, leading to unfair treatment or discrimination against certain groups. This can reinforce existing social inequalities and prevent these communities from benefiting equally from the advancements in AI technology. Salesforce is committed to responsible AI development and emphasizes the importance of ethical considerations in their development practices to prevent such outcomes. Details on Salesforce’s approach to ethical AI and its importance can be found at Salesforce Ethical AI.

**NEW QUESTION 120**

What is the role 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 122**

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 126**

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 product’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 128**

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 129**

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