



# Salesforce **AI Associate** Practice Questions





Q: What is machine learning A: a datamodel used in Salesforce

Q: A service leader want to use AI to help customers resolve their issue quicker in a guided self-serve application.

Which Einstein functionality provides the best solutions?

A: bots

Q: Why is it critical to consider privacy concerns when dealing with AI and CRM data?

A: ensure compliance with laws and regulations

Q: which action should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind?

A: create guardrails that mitigate toxicity and protect PII

Q: what is a potential source of bias in training data AI models?

A: the data is skewed toward a particular demographic or source

Q: In the context of Salesforce's Trusted Ai Principles what does the principles of Empowerment primarily aim to achieve?

A: Empowers users of all skill levels to build AI application with clicks, not code

Q: Cloud Kicks wants to use Einstein Prediction Builder to determinate a customer's likelihood of buying specific products: however, data quality is a ...

A: Leverage data quality apps from AppExchange

Q: what should be done to prevent bias from entering an AI system when training it?

A: import divers training data

Q: what is a key consideration regarding data quality in AI implementations?

A: data's role in training and fine-tuning Salesforce AI models

Q: Cloud Kicks wants to use AI to enhance its sales processes and customer support.

Which capability should they use?

A: Einstein lead scoring and Case classification

Q: which statement exemplifies Salesforce's honestly guideline when training AI models?

A: Ensure appropriate consent and transparency when use AI-generated responses.

Q: what is a benefit of data quality and transparency as it pertains to bias in generative AI?

A: Changes of bias are aggravated

Q: Cloud kicks learns of complaints from customer who are receiving too many sales calls and emails.

Which data quality dimension should be assessed to reduce these communication inefficiencies?

A: content





Q: a business Analyst (BA) wants to improve business by enhancing their sales process and customer support.

Which AI application should the BA use to meet their needs?

A: lead scoring, opportunity forecasting, and case classification

Q: Cloud Kicks uses Einstein to generate predictions but is not seeing accurate results.

What is the potential reason for this?

A: Poor data quality

Q: A data quality expert at Cloud Kicks wants to ensure that each other new contact contains at the last an email address or phone number

Which feature should they use to accomplish this?

A: validation rule

Q: Cloud Kicks wants to develop a solution to predict customers product interests on historical data. The company found that employees from one region use a text field to capture the product category, while employees from all other locations use a picklist.

Which dimension of data quality is affected in this scenario?

A: Consistency

Q: Cloud Kicks wants to use an AI model to predict the demanded for shoes using historical data and regional characteristics.

What is an essential data quality dimension to achieve this goal?

A: Reliability

Q: a sales manager wants to improve their processes using AI in Salesforce.

Which application of AI would be most beneficial?

A: lead scoring and opportunity forecasting

Q: how does AI within CRM help sales representatives better understand previous customer interactions?

A: provides call summaries

Q: what is the most likely impact that high-quality data will have on customer relationships?

A: improved customer trust and satisfaction

Q: what is the role of Salesforce's trusted AI principles in the context of CRM systems?

A: Guiding ethical and responsible use of AI

Q: what role does data quality play in ethical us of AI application?

A: High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and prevent discrimination

Q: What can bias in AI algorithm in CRM lead to?

A: ethical challenges in CRM system





Q: what is a example of ethical debt?

A: launching an AI feature after discovering a harmful bias

Q: A consultant conducts a series of consequence scanning workshops to support testing diverse datasets.

Which salesforce trusted AI principle is being practiced?

A: inclusivity

Q: a financial institution plans a campaign for preapproved credit cards

How should they implement Salesforce's trusted AI principle of Transparency?

A: Flag sensitive variables and their proxies to prevent discriminatory lending practices.

Q: Clouds Kicks wants to decrease the workload for its customers care agents by implementing a chatbot on its website that partially deflects incoming cases by answering frequently asked questions.

Which field of AI is most suitable for this scenario?

A: Natural language processing

Q: what are the key components of the data quality standard?

A: Accuracy, completeness, Consistency

Q: 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 uses machine leaning to generate new and original output for a given input

Q: which type of bias imposes a system's values on others?

A: societal

Q: what is the role of data quality in achieving AI business objectives?

A: data quality is required to create accurate AI data insight s

Q: what is a potential outcome of using poor-quality data in AI applications?

A: AI models may produce based or erroneous results

Q: The Cloud Kicks technical team is assessing the effectiveness of their AI development process.

Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solution?

A: Ethical AI process Maturity Model

Q: a marketing manager wants to use AI to better engage their customers.

Which functionality provides the best solution?

A: journey optimization





Q: which data does Salesforce automatically, exclude from Marketing cloud Einstein engagement model training to mitigate bias and ethical

A: Demographic

Q: how does a data quality assessment impact business outcome for companies using AI?

A: provides a benchmark for AI predictions

Q: what is a key challenge of human AI collaboration in decision-making?

A: creates a reliance on AI, potentially leading to less critical thinking and oversight

Q: a system admin recognizes the need to put a data management strategy in place.

What is the key component of data management strategy?

A: data backup

Q: what is a benefit of diverse, balanced, and large dataset?

A: model accuracy

Q: what are the three commonly used examples of AI in CRM?

A: predictive scoring, forecasting, recommendations

Q: Cloud Kicks wants to optimize its business operations by incorporating AI into CRM.

What should the company do first to prepare its data for use with AI?

A: Determine data availability

Q: A healthcare company implements an algorithm to analyze patient data and assist in medical diagnosis.

Which primary role does data quality play in the AI application?

A: enhanced accuracy and reliability of medical predictions and diagnosis

Q: what are some of ethical challenges associated with AI development?

A: potential for human bias in machine learning algorithms and lack of transparency in AI decision-making process

Q: Cloud Kicks discovered multiple variations of state and country values in contact records.

Which data quality dimension is affected by this issue?

A: Consistency

Q: how is natural language processing (NLP) used in the context of AI capabilities?

A: to understand and generate human language

Q: what is an example of Salesforce's Trusted AI Principle of Inclusivity in practice?

A: testing models with diverse datasets

Q: Cloud Kicks wants to create 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





Q: what should organizations do to ensure data quality for their AI initiatives?

A: collect and curate high-quality data from reliable sources

Q: which Einstein capability uses emails to create content for Knowledge articles?

A: Generate

Q: which type of bias results from data being labeled according to stereotypes?

A: Associations

Q: 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

Q: Cloud Kick relies on data analysis to optimize its product recommendations; however, CK encounters a recurring issue of incomplete customer records, with missing contact information and incomplete purchase history.

How will this incomplete data quality impact the company's operations?

A: the accuracy of product recommendations is hindered

Q: what are some key benefits of AI in improving customer experiences in CRM?

A: fully automates the customer service experience, ensuring seamless automated interactions with customers

Q: 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.

Q: Cloud Kicks is testing a new AI model.

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

A: test with diverse and representative datasets appropriate for how the model will be used.

Q: Cloud Kicks wants to develop a solution to predict customers product interests based on historical data. The company found that employees from one region use a text field to capture the product category, while employees from all other locations use a picklist. Which data quality dimension is affected in this scenario?

A: Consistency

Q: 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: implement Salesforce's Trusted AI Principles

Q: Which features of Einstein enhance sales efficiency and effectiveness?

A: opportunity scoring, lead scoring, account insights





Q: Cloud Kicks implements a new product recommendation feature for its shoppers that recommend 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: Societal

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

A: taking responsibility for one's actions toward customers, partners, and society

Q: what is sensitive variable that can lead to bias?

A: Gender

Q: a marketing manager wants to use AI to better engage their customers

Which functionality provides the best solution?

A: Einstein Engagement

Q: A salesforce administrator creates a new field to capture an order's destination country

Which type should they use to ensure data quality?

A: Picklist

Q: A customer using Einstein prediction builder is confused about a certain prediction was made.

Following Salesforce's Trusted AI Principles of Transparency, which customer information should be accessible on the Salesforce Platform?

A: An explanation of the prediction's rationale and a model card that describes how model was created

Q: How does the "right of least privilege" reduce risk of handling sensitive personal data?

A: By limiting how many people can access to data

Q: what is the best method to safeguard customer data privacy?

A: track customer data consent preferences

Q: what is the key difference between generative and predictive AI?

A: Generative AI creates new content based on existing data and predictive AI analyzes existing data

Q: what is a key benefit of effective interaction between humans and AI system?

A: leads to more informed and balanced decision-making

Q: what is a key characteristic of machine learning in the context of AI capabilities?

A: uses algorithms to learn from data and make decision





Q: 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

Q: 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: text

Q: what is a possible outcome of poor data quality?

A: biases in data can be inadvertently learned and amplified by AI system

Q: to avoid introducing unintended bias to an AI model, which type of data should be omitted?

A: demographic

Q: what is an implication of user consent in regard to AI data privacy?

A: AI infringes on privacy when user consent is not obtained

Q: how does data quality impact the trustworthiness of AI-driven decisions?

A: high-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.

A: 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

Q: a developer is tasked with selecting a suitable dataset for training an AI model in Salesforce to accurately predict current customer behavior.

What is a crucial factor that the developer should consider during selection?

A: size of dataset

Q: In Salesforce's AI ethics, what does the principle 'Responsible' emphasize?

A: Safeguarding human rights and data protection

Q: In the context of Salesforce AI, what does 'Empowerment' emphasize?

A: Augmenting human capabilities with AI

Q: What is the primary concern when dealing with 'Algorithmic Bias' in Salesforce AI?

A: Open-source algorithms

Q: In the context of Salesforce AI, what does 'Transparency' emphasize?

A: Ensuring users understand the reasoning behind AI-driven recommendations







Q: Which Salesforce feature emphasizes the importance of AI being paired with human ability?

A: Empowering

Q: Which of the following is a key consideration when implementing AI in Salesforce for improving sales forecasting?

A: The quality and consistency of historical sales data

Q: Which of the following is NOT a Salesforce AI product?

A: Salesforce Cloud

Q: How does Salesforce AI primarily enhance the user experience in sales processes?

A: By providing real-time insights and predictive analytics to optimize sales strategies

Q: When integrating Salesforce AI into an existing system, which of the following challenges might a company face?

A: Integrating AI predictions with legacy CRM systems

Q: What factors can determine the quality of data used for training AI models?

A: The accuracy, completeness, and uniqueness of the data

Q: What is a key milestone in the Ethical AI Practice Maturity Model

A: Achieving transparency in AI decision-making processes

Q: What is data cleansing in the context of generative AI in CRM

A: Correcting, removing, or handling corrupted, misformatted, or incomplete data

Q: What are Einstein Bots?

A: AI-driven chatbots in Salesforce for customer service automation

Q: What is Einstein Knowledge?

A: A knowledge base system within Salesforce that uses AI to recommend articles and solutions

Q: What is Einstein Prediction Builder?

A: A tool for creating custom AI models in Salesforce without code

Q: What is the benefit of using Salesforce AI for your business?

A: It harnesses AI to provide insights, automate tasks, and personalize customer experiences

Q: What is the difference between Einstein Discovery and Einstein Analytics?

A: Einstein Discovery offers insights and recommendations based on data, while Einstein Analytics provides a platform for creating interactive dashboards and reports

Q: What is the difference between Einstein Vision and Einstein Prediction?

A: Einstein Vision deals with image recognition, while Einstein Prediction focuses on forecasting business outcomes





Q: How can you use Salesforce AI to build predictive models?

A: Using Einstein Prediction Builder to create custom AI models without coding.

Q: How can you use Salesforce AI to detect fraud and security threats?

A: Using Einstein Anomaly Detection to automatically identify unusual patterns in data.

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A: Ensures compliance with laws and regulations

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What is a potential reason for this?

A: Poor data quality

Q: What is the role of Salesforce Trust AI principles in the context of CRM system?

A: Providing a framework for AI data model accuracy

Q: A sales manager wants to improve their processes using AI in Salesforce?

A: Lead scoring and opportunity forecasting

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

A: Chances of bias are mitigated

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

A: Empower users to use all skill level to build AI application with clicks, not code.

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