Zero-shot prompting involves providing the model with clear instruction and a question without examples. This method is particularly beneficial when sample questions and answers are not available, allowing for quick and direct responses.

**Quick Responses are Needed**: If you require immediate answers with minimal latency, zero-shot prompting is advantageous. It allows the model to generate responses without waiting for additional context.

**Lack of Example Pairs**: When you don’t have specific examples or demonstrations to guide the model on how to respond, zero-shot prompting enables you to simply ask a question or provide a context, allowing the model to decide on the response structure.

**Simplicity in Usage**: Ideal for straightforward queries where complex formatting or structures are not essential. This means you directly provide a context and a query, and the model creates an answer without being influenced by examples.

**Rule of Thumb:**

* Use Zero-shot for quick, flexible answers
* Use Few-shot when consistency, formatting, or special style matters.