ime Re	maining : 01:08:55	
1 of 40.	What is machine learning?	
	A. AI that can grow its intelligence	
	B. AI that creates new content	
	C. A data model used in Salesforce	
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Time Remaining: 01:08:09	
2 of 40. A service leader wayts to use AI to help customers in	resolve their issues quicker in a guided self-serve application.
Which Einstein functionality provides the best solution	on?
A. Case Classification	
B. Bots C. Recommendation	
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3 of 40.	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	
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4 of 40. Which action should be taken to develop and imple	ment trusted generative AI with Salesforce's safety guideline in mind?
Develop right-sized models to reduce our car	bon footprint.
<ul> <li>B. Create guardralls that mitigate toxicity and process.</li> </ul>	rotect PII
C. Be transparent when AI has created and auto	enomeusly delivered content.
Hark this item for loter review.	
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	ourestorce certifie
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Time Kemaning : 01:05:08	
5 of 40. What is a potential source of bi	as in training data for AI models?
	ea time from source systems.
B. The data is skewed towa	rd particular demographic or source.
C. The data is collected from	m a diverse range of sources and demographics.
Mark this Kem for later review.	
	balantara a un la
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ne Remaining : 01:04:33	
of 40. In the context of Salesforce's Trusted AI Princip	oles what does the principle of Empowerment primarily aim to achieve?
A.  Empower users of all skill levels to build A	AI applications with clicks not code.
B. Empower users to contribute to the grow	In tody of knowledge of leading as
C. Empower users to solve challenging techn	nical explanations using a second action of research,
	ecan problems using neural networks.
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7 of 40. Cloud Kicks wants to use Einstein Prediction Sunder to de	termine a customer's likelihood of buying specific products; however, data quality is
	principle and departs in
How can data quality be assessed galckly?	
Build a Data Management Strategy.      Run reports to explore the data quality.	
C. Leverage data quality apps from AppExchange.	
cortical date deality apps from	
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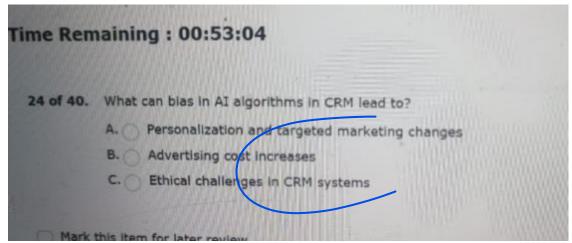
Time Remaining: 01:03:22  8 of 40. What should be done to prevent bles from entering an AI system when training it?  A. Use alternative assumptions B. Import diverse training data C. Include proxy variables.  Salesforce Cert  Time Remaining: 01:02:39  9 of 40. What is a key consideration regarding data quality in AI implementations?  A. Techniques for custom zing 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  Thick this term for later review.  The control of the review.  Which capability should they use?  A. Dashboard of Current Leads and Cases B. Sales Path and Automated Case Escalations C. Einstein Lead Scoring and Case Classification	to Hall	Salesforce C	ertified AI
A. Use alternative assumptions B. Import diverse training data C. Include proxy variables.  Salesforce Cert  Time Remaining: 01:02:39  9 of 40. What is a key consideration regarding data quality in AI implementations?  A. Techniques for custom ting 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  Hurk this item for later review.  The Remaining: 01:02:12  10 of 40. Cloud Kicks wants to use AI to extrance its sales processes and customer support.  Which capability should they use?  A. Dashboard of Current Leads and Cases B. Sales Path and Automated Case Escalations	Time Re	Remaining: 01:03:22	
9 of 40. What is a key consideration regarding data quality in AI implementations?  A. Techniques for 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  That this item for later review.  The this item for later review.	8 of 40.	A. Use alternative assumptions  B. Import diverse training data	t?
9 of 40. What is a key consideration regarding data quality in AI implementations?  A. Techniques for 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  Mark this item for later review.  The A close statem for later review.  The A close statem for later review.  Which capability should they use?  A. Dashboard of Current Leads and Cases  B. Sales Path and Automated Case Escalations		Sales	force Cert
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10 of 40. Cloud Kicks wants to use AI to enhance its sales processes and customer support.  Which capability should they use?  A. Dashboard of Current Leads and Cases  B. Sales Path and Automated Case Escalations	9 of 4	A. Techniques for customizing AI features in Salesforce     B. Data's role in training and fine-tuning Salesforce AI models	ns?
10 of 40. Cloud Kicks wants to use AI to enhance its sales processes and customer support.  Which capability should they use?  A. Dashboard of Current Leads and Cases  B. Sales Path and Automated Case Escalations	-	Mark this item for later review.	2
A. Dashboard of Current Leads and Cases  B. Sales Path and Automated Case Escalations	me Ren	emaining : 01:02:12	
A. Dashboard of Current Leads and Cases  B. Sales Path and Automated Case Escalations	10 of 40.	O. Cloud Kicks wants to use AI to epinance its sales processes and customer sup	port.
B. Sales Path and Automated Case Escalations		Which capability should they use?	
		A. Dashboard of Current Leads and Cases	
and state classification			
		The same classification	MINN.

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B. Ensure appropriate consent and transparency when using AI-generated responses. C. Control bias, toxicity, and harmful consent with embedded guardrals and guidance.  Mark this item for later review.  Comments:  Time Remaining: 01:00:40  12 of 40. What is a benefit of data quality and Yaosparency as it pertains to bias in generative AI? A. Chances of bias are mitigated B. Chances of bias are aggrevated. C. Chances of bias are removed  The this item for later review.  13 of 40. 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. Usage B. Dupication C. Consent  Mark this item for later review.  Salesforce Certified AI Associat  Time Remaining: 00:59:14  14 of 40. A business analyst (BA) wants to improve outsiness by enhancing their sales processes and customer support Which AI applications 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	11 of 40.	Which statement exemplifies Salesforce's honesty guideline when training AI models?
B. Ensure appropriate consent and transparency when using Al-generated responses. C. Control bias, toxicity, and harmful control with imbedded guardrals and guidance.  Mark this item for later review.  Comments:  Time Remaining: 01:00:40  12 of 40. What is a benefit of data quality and vassparency as it pertains to bias in generative AI? A. Chances of bias are mitigated B. Chances of bias are engagavated. C. Chances of bias are removed  The this item for later review.  13 of 40. Cloud Kicks learns of complaints from customers who are receiving too many sales calls and amails.  Which data quality dimension should be assessed to reduce these communication inefficiencies? A. Usage B. Duplication C. Consent  Mark this item for later review.  Salesforce Certified AI Associat  Time Remaining: 00:59:14  14 of 40. A business analyst (BA) wants to improve outsiness by enhancing their sales processes and customer support Which AI applications 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		
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14 of 40. A business analyst (BA) wants to improve business by enhancing their sales processes and customer support.  Which AI applications 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.	Mark t	his item for later review,
14 of 40. A business analyst (BA) wants to improve business by enhancing their sales processes and customer support Which AI applications 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		
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A. Sales data cleansing and customer support data governance  B. Machine learning models and chatbot predictions  C. Lead scoring, opportunity forecasting, and case classification		
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15 - 640	
15 of 40. Cloud Kicks uses Einstein to generate pred	fictions out is not seeing accurate results.
What is a potential reason for this	
A. Poor data quality	
B. The wrong product	HEAT STREET
C. Too much data	HARLOW FORMAN
	Charles and the control of the contr
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16 of 40. A data quality expert at Cloud Kicks wants to ensure t	hat each new contact contains at least an email address or phone num
Which feature should they use to accomplish this?	
A. Autofill	
Duplicate matching rule     Validation rule	
Mark this item for later review.	
Time Remaining : 00:56:47	
17 of 40. Cloud Kicks wants to develop a solution to predict customers' pro- region use a text field to capture the product of tegory, while emp	fuct interests based on historical data. The company found that employees from one loyees from all other locations use a picklist.
Which dimension of data quality is affected in this scenario?	
A. Accuracy B. Consistency	
C. Completeness	
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18 of 40. Cloud Sicks wants to use an Al mode to gradiet the dam	and for shoes using historical data on sales and regional characteristics.
What is an essential data quality dimension to achieve the	is goal?
8. Volume	
C. O Age	
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19 of 40.	A sales manager wants to improve their processes using AI in Salesfor Which application of AI would be most beneficial?	rce.
	A. Lead scoring and opportunity forecasting     B. Sales dashboards and reporting     C. Data modeling and management	
Mark	this item for later review.	
Comment		
20 of 40. How A. B.	does AI within CRM help sales representatives better understand previous customer interactions?  Creates, localizes, and translates product descriptions  Triggers personalized service replies  Provides call summaries	
29.6	Suicionce Certified AI	Ass
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21 of 40. Wh	at is the most likely impact that high-quality data will have on customer relationships?  Increased brand loyalty	Ass
21 of 40. Whi	at is the most likely impact that high-quality data will have on customer relationships?	Ass
21 of 40. Who	at is the most likely impact that high-quality data will have on customer relationships?  Increased brand loyalty  Higher customer acquisition costs	Ass

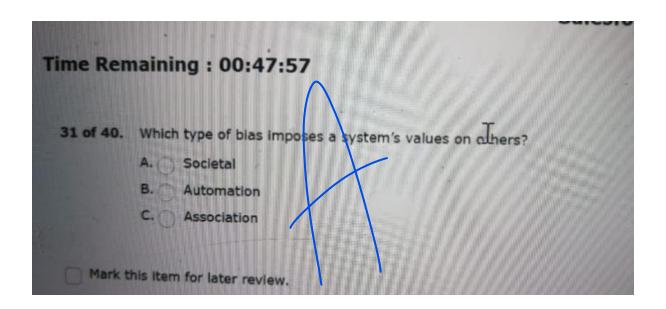
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ime Ren	maining : 00:54:12	
22 of 40.	. What is the role of Salesforce's Trusted AI Principles in the context of CRM systems?	
	A. Guiding ethical and responsible use of A.	
	B. Providing a framework for AI data model accuracy	
	C. Outlining the technical specifications for A integration	
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22.440		
	What role does data quality play in the ethical use of AI applications?	
	A. High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and preventing	ng discrimi
	High-quality data ensures the presence of demographic attributes required for personalized campaigns.     Low-quality data reduces the risk of unintended bias as the data is not qualified to demographic approach.	
1100	C. Low-quality data reduces the risk of unintended bias as the data is not overfitted to demographic groups.	
Mark thi	his item for later review.	
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Diamen		



25 of 40. What is an example of ethical debt?
A. Violating a data privacy law and falling to pay fines
B. Launching an Af feature after discovering a harmful bias  C. Delaying an AI product launch to etrain an AI data model
C. Delaying an AI product launch to etrain an AI data model
Mark this item for later review.
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Time Remaining: 00:52:16
26 of 40. A consultant conducts a series of Consequence Scanning Workshops to support testing diverse datasets.
Which Salesforce Trusted AI Principle is being practiced?
A. Transparency
B. Inclusivity
C. Accountability
Mark this item for later neview,
Time Remaining: 00:51:51
27 of 40. 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 feed back into the model's continuous training.
Mark this item for later review.
Time Remaining : 00:51:27
28 of 40. Cloud Kicks wants to decrease the workload for its sustomer are 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
B. Computer vision
C. Predictive analytics
Mark this item for later review.
Commants

	are the key components of the data quality standard?	
Act	Naming, Formatting, Monitoring	
В.	Accuracy, Completeness Consistency	
C.C	Reviewing, Updating, Archiving	

## Salesforce Certified AI Associate Remaining: 00:50:35 of 40. 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 learning to generate new and original output for a given input. B. 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. C. 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. Mark this item for later review. Comments: Please Provide Feedback here...



100		Salesfor	ce Certified AI Assoc
ime Ren	naining : 00:47:27		ASSOC
32 of 40.	admiry is required to cr	because AI can work with all data types eate accurate AI data insights, maintaining AI data storage limits,	
	his item for later review.		4
Comments			

	Salesforce Certifi
me Rer	maining : 00:43:29
33 of 40.	What is a potential outcome of using poor-quality data in AI applications?
	A. AI model training becomes slower and less efficient.
	B. AI models may produce blased or erroneous results.
	C. AI models become more interpretable.

	Salesforce Certified AI Associate
ime Rema	aining: 00:42:57
34 of 40. T	The Claud Miles and a second s
	The Cloud Kicks technical team is assessing the effectiveness of their AI development processes.
٧	Which established Salesforce Ethical Maturity Model About a transfer of the Communication of
-	Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solution.  Ethical AI Prediction Maturity Model
	B. Ethical AI Process Maturity Model
•	Ethical AI Practice Maturity Model

	Salesforce Certified AI A
ime Re	maining : 00:42:27
35 of 40	Which Einstein capability uses emails to create content for Knowledge articles?
	A. Generate
	B. Discover
	C. Predict
Mark	this item for later review.
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ne Rei	naining : 00:42:01
ne Rei	naining : 00:42:01
ne Rei	naining: 00:42:01  A marketing manager wants to use AI to better engage their customers.
ne Rei	naining: 00:42:01  A marketing manager wants to use AI to better engage their customers.  Which functionality provides the best solution?
ne Rei	naining: 00:42:01  A marketing manager wants to use AI to better engage their customers.  Which functionality provides the best solution?  A. Bring Your Own Model
ne Rei	naining: 00:42:01  A marketing manager wants to use AI to better engage their customers.  Which functionality provides the best solution?

	Salesforce Certified AI Associate
Time Remaini	ing: 00:41:15
37 of 40. Which	h data does Salesforce automatically exclude from Marketing Cloud Einstein engagement model training to mitigate bias and e
	Geographic Demographic
c.0	Cryptographic
Hark this tee	
	Salesforce Certified AI Associate
Time Rema	aining: 00:40:44
38 of 40.	How does a data quality assessment impact business outcomes for any
	How does a data quality assessment impact business outcomes for companies using AI?  A. Improves the speed of All recommendations
	Improves the speed of All recommendations  B. Accelerates the delivery of new AI solutions
	Improves the speed of At recommendations
	B. Accelerates the delivery of new AI solutions C. Provides a benchmark for AI predictions
	Improves the speed of All recommendations  B. Accelerates the delivery of new AI solutions
Mark this	Improves the speed of Al-recommendations  B. Accelerates the delivery of new AI solutions  C. Provides a benchmark for AI predictions  sitem for later review.
Mark this	B. Accelerates the delivery of new AI solutions C. Provides a benchmark for AI predictions
Mark this	Improves the speed of Al-recommendations  B. Accelerates the delivery of new AI solutions  C. Provides a benchmark for AI predictions  sitem for later review.
Mark this	Improves the speed of Al-recommendations  B. Accelerates the delivery of new AI solutions  C. Provides a benchmark for AI predictions  sitem for later review.  maining: 00:40:14
Mark this	Improves the speed of Al recommendations  Accelerates the delivery of new AI solutions  C. Provides a benchmark for AI predictions  sitem for later review.  The provides a benchmark for AI predictions  what is a key challenge of human AI collaboration in decision was a second of the provided by the pr
Mark this	Improves the speed of Alfrecommendations  Accelerates the delivery of new AI solutions  Provides a benchmark for AI predictions  sitem for later review.  The provides a benchmark for AI predictions  what is a key challenge of human-AI collaboration in decision-making?  A. Leads to more informed and balanced decision-making?
Mark this	Improves the speed of Al recommendations  Accelerates the delivery of new AI solutions  Provides a benchmark for AI predictions  sitem for later review.  The sitem for later review.  What is a key challenge of human-AI collaboration in decision-making?  A. Leads to more informed and balanced decision-making?  B. Creates a reliance on AI, potentially leading to lace and the later and the late
Mark this	Improves the speed of Alfrecommendations  Accelerates the delivery of new AI solutions  Provides a benchmark for AI predictions  sitem for later review.  The provides a benchmark for AI predictions  what is a key challenge of human-AI collaboration in decision-making?  A. Leads to more informed and balanced decision-making?

0 of 40.	A system admin recognizes the need to put a data management strategy in place.		
	What is a key component of a data	nanagement strategy?	
	A. Naming Convention		
	B. Data Backup		4
	C. Color Coding		