

Salesforce Certified AI Associate

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What is a benefit of a diverse, balanced, and large dataset?

- A. ☐ Training time
- B. ☐ Data privacy
- C. ☐ Model accuracy

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Comments:

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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

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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.

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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

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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

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

Which data quality dimension is affected by this issue?

- A. ☐ Usage
- B. ☐ Accuracy
- C. ☐ Consistency

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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

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Time Remaining : 01:06:20

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What is an example of Salesforce's Trusted AI Principle of Inclusivity in practice?

- A. ☐ Testing models with diverse datasets
- B. ☐ Striving for model explainability
- C. ☐ Working with human rights experts

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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

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What should organizations do to ensure data quality for their AI initiatives?

- A. ☐ Collect and curate high-quality data from reliable sources.
- B. ☐ Rely on AI algorithms to automatically handle data quality issues.
- C. ☐ Prioritize model fine-tuning over data quality improvements.

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Which Einstein capability uses emails to create content for Knowledge articles?

- A. ☐ Generate
- B. ☐ Discover
- C. ☐ Predict

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Which type of bias results from data being labeled according to stereotypes?

- A. ☐ Association
- B. ☐ Societal
- C. ☐ Interaction

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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

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Cloud Kicks 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 histories.

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

- A. ☐ The accuracy of product recommendations is hindered.
- B. ☐ The diversity of product recommendations is improved.
- C. ☐ The response time for product recommendations is stalled.

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What are some key benefits of AI in improving customer experiences in CRM?

- A. ☐ Improves CRM security protocols, safeguarding sensitive customer data from potential breaches and threats
- B. ☐ Streamlines case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions
- C. ☐ Fully automates the customer service experience, ensuring seamless automated interactions with customers

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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.

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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.

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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. ☐ Completeness
- B. ☐ Accuracy
- C. ☐ Consistency

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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.

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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

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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

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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

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What is a sensitive variable that can lead to bias?

- A. ☐ Education level
- B. ☐ Country
- C. ☐ Gender

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A marketing manager wants to use AI to better engage their customers.

Which functionality provides the best solution?

- A. ☐ Journey Optimization
- B. ☐ Bring Your Own Model
- C. ☐ Einstein Engagement

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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

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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

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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

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What is the best method to safeguard customer data privacy?

- A. ☐ Automatically anonymize all customer data.
- B. ☐ Track customer data consent preferences.
- C. ☐ Archive customer data on a recurring schedule.

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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.
- B. ☐ Generative AI finds content similar to existing data and predictive AI analyzes existing data.
- C. ☐ Generative AI analyzes existing data and predictive AI creates new content based on existing data.

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What is a key benefit of effective interaction between humans and AI systems?

- A. ☐ Leads to more informed and balanced decision-making
- B. ☐ Alerts humans to the presence of biased data
- C. ☐ Reduces the need for human involvement

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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

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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
- B. ☐ Trigger deletion of old records
- C. ☐ Standardized field names

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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. ☐ Multi-Select Picklist
- B. ☐ Text
- C. ☐ Rich Text Area

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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.

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

- A. ☐ Transactional
- B. ☐ Engagement
- C. ☐ Demographic

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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.

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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.

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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

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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. ☐ Number of variables in the dataset
- B. ☐ Size of the dataset
- C. ☐ Age of the dataset

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