

Time Remaining : 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

☐ Mark this item for later review.

Time Remaining : 01:08:09

2 of 40. A service leader wants to use AI to help customers resolve their issues quicker in a guided self-serve application.

Which Einstein functionality provides the best solution?

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

☐ Mark this item for later review.

Comments:

Time Remaining : 01:07:32

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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Comments:

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Time Remaining : 01:05:53

- 4 of 40. Which action should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind?
- A. ☐ Develop right-sized models to reduce our carbon footprint.
 - B. ☒ Create guardrails that mitigate toxicity and protect PII.
 - C. ☐ Be transparent when AI has created and autonomously delivered content.

☐ Mark this item for later review.

Comments:

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Time Remaining : 01:05:08

- 5 of 40. What is a potential source of bias in training data for AI models?
- A. ☐ The data is collected in real time from source systems.
 - B. ☒ The data is skewed toward a particular demographic or source.
 - C. ☐ The data is collected from a diverse range of sources and demographics.

☐ Mark this item for later review.

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Time Remaining : 01:04:33

- 6 of 40. In the context of Salesforce's Trusted AI Principles, what does the principle of Empowerment primarily aim to achieve?
- A. ☒ Empower users of all skill levels to build AI applications 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.

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Time Remaining : 01:03:55

- 7 of 40. Cloud Kicks wants to use Einstein Prediction Builder to determine a customer's likelihood of buying specific products; however, data quality is a concern. How can data quality be assessed quickly?
- A. ☐ Build a Data Management Strategy.
 - B. ☐ Run reports to explore the data quality.
 - C. ☒ Leverage data quality apps from AppExchange.

☐ Mark this item for later review.

Comments:

Time Remaining : 01:03:22

8 of 40. What should be done to prevent bias from entering an AI system when training it?

- A. ☐ Use alternative assumptions.
- B. ☒ Import diverse training data.
- C. ☐ Include proxy variables.

☐ Mark this item for later review.

Time Remaining : 01:02:39

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.

Time Remaining : 01:02:12

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
- C. ☒ Einstein Lead Scoring and Case Classification

11 of 40. Which statement exemplifies Salesforce's honesty guideline when training AI models?

- A. ☒ Minimize the AI model's carbon footprint and environmental 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.

☐ Mark this item for later review.

Comments:

Time Remaining : 01:00:40

12 of 40. What is a benefit of data quality and transparency as it pertains to bias in generative AI?

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

☐ Mark 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. ☐ Duplication
- C. ☒ Consent

☐ Mark this item for later review.

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Time Remaining : 00:59:14

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 this item for later review.

Time Remaining : 00:58:54

15 of 40. Cloud Kicks uses Einstein to generate predictions but is not seeing accurate results.

What is a potential reason for this?

- A. ☐ Poor data quality
- B. ☐ The wrong product
- C. ☐ Too much data

☐ Mark this item for later review.

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Time Remaining : 00:58:17

16 of 40. A data quality expert at Cloud Kicks wants to ensure that each new contact contains at least an email address or phone number.

Which feature should they use to accomplish this?

- A. ☐ Autofill
- B. ☐ Duplicate matching rule
- C. ☐ 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' 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 dimension of data quality is affected in this scenario?

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

☐ Mark this item for later review.

Comments:

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Time Remaining : 00:56:12

18 of 40. Cloud Kicks wants to use an AI model 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

☐ Mark this item for later review.

Time Remaining : 00:55:46

19 of 40. 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
- B. ☐ Sales dashboards and reporting
- C. ☐ Data modeling and management

☐ Mark this item for later review.

Comments:

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Time Remaining : 00:55:23

20 of 40. How does AI within CRM help sales representatives better understand previous customer interactions?

- A. ☐ Creates, localizes, and translates product descriptions
- B. ☒ Triggers personalized service replies
- C. ☐ Provides call summaries

☐ Mark this item for later review.

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Time Remaining : 00:54:41

21 of 40. 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

☐ Mark this item for later review.

Comments:

Time Remaining : 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 AI
- B. ☐ Providing a framework for AI data model accuracy
- C. ☐ Outlining the technical specifications for AI integration

☐ Mark this item for later review.

Comments:

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Time Remaining : 00:53:33

23 of 40. 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 discrimination.
- B. ☐ High-quality data ensures the presence of demographic attributes required for personalized campaigns.
- C. ☐ Low-quality data reduces the risk of unintended bias as the data is not overfitted to demographic groups.

☐ Mark this item for later review.

Comments:

Time Remaining : 00:53:04

24 of 40. What can bias in AI algorithms in CRM lead to?

- A. ☐ Personalization and targeted marketing changes
- B. ☐ Advertising cost increases
- C. ☐ Ethical challenges in CRM systems

☐ Mark this item for later review.

Time Remaining : 00:52:15

25 of 40. What is an example of ethical debt?

- A. ☐ Violating a data privacy law and failing 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

☐ Mark this item for later review.

Comments:

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 review.

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 feedback 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 customer 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
- B. ☐ Computer vision
- C. ☐ Predictive analytics

☐ Mark this item for later review.

Comments:

29 of 40. What are the key components of the data quality standard?

- A. ☐ Naming, Formatting, Monitoring
- B. ☒ Accuracy, Completeness, Consistency
- C. ☐ Reviewing, Updating, Archiving

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Time Remaining : 00:50:35

30 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:

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Time Remaining : 00:47:57

31 of 40. Which type of bias imposes a system's values on others?

- A. ☐ Societal
- B. ☐ Automation
- C. ☒ Association

☐ Mark this item for later review.

Time Remaining : 00:47:27

- 32 of 40. 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 maintaining AI data storage limits.

☐ Mark this item for later review.

Comments:

Time Remaining : 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 biased or erroneous results.
 - C. ☐ AI models become more interpretable.

☐ Mark this item for later review.

Time Remaining : 00:42:57

- 34 of 40. The Cloud Kicks 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 solutions?
- A. ☐ Ethical AI Prediction Maturity Model
 - B. ☐ Ethical AI Process Maturity Model
 - C. ☐ Ethical AI Practice Maturity Model

☐ Mark this item for later review.

Time Remaining : 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.

Time Remaining : 00:42:01

36 of 40. A marketing manager wants to use AI to better engage their customers.

Which functionality provides the best solution?

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

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Time Remaining : 00:41:15

37 of 40. Which data does Salesforce automatically exclude from Marketing Cloud Einstein engagement model training to mitigate bias and ethical

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

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Time Remaining : 00:40:44

38 of 40. How does a data quality assessment impact business outcomes for companies using AI?

- A. ☐ Improves the speed of AI recommendations
- B. ☐ Accelerates the delivery of new AI solutions
- C. ☐ Provides a benchmark for AI predictions

☐ Mark this item for later review.

Time Remaining : 00:40:14

39 of 40. 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 less critical thinking and oversight
- C. ☐ Reduces the need for human involvement in decision-making processes

☐ Mark this item for later review.

Comments:

Time Remaining : 00:39:52

40 of 40. A system admin recognizes the need to put a data management strategy in place.

What is a key component of a data management strategy?

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

☐ Mark this item for later review.

Comments: