

Salesforce Certified AI Associate

Time Taken: 24 minutes of 70 minutes total
Result: Pass

Topic	Percentage Correct
AI Fundamentals	100%
AI Capabilities in CRM	100%
Ethical Considerations of AI	93%
Data for AI	93%

Congratulations! You have successfully completed the certification exam to become a Salesforce Certified AI Associate. Welcome to the ranks of Certified Professionals!

Exit Test

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Your assessment responses are listed below. Asterisks(*) next to the item number indicate you have marked that item for review. Click on the item number to return to the desired item. When you are ready to submit your assessment, click the 'Submit Exam' button below to submit your responses and end the assessment.

Assessment Summary

Number of Items 40
Answered:
Number of Items 0
Unanswered:
Number of Items 0
Marked for Review:

Answers

<u>1. A</u>	<u>2. B</u>	<u>3. A</u>	<u>4. A</u>
<u>5. B</u>	<u>6. B</u>	<u>7. C</u>	<u>8. C</u>
<u>9. B</u>	<u>10. B</u>	<u>11. C</u>	<u>12. A</u>
<u>13. B</u>	<u>14. A</u>	<u>15. A</u>	<u>16. B</u>
<u>17. B</u>	<u>18. B</u>	<u>19. B</u>	<u>20. C</u>
<u>21. B</u>	<u>22. C</u>	<u>23. C</u>	<u>24. A</u>
<u>25. B</u>	<u>26. B</u>	<u>27. A</u>	<u>28. A</u>
<u>29. A</u>	<u>30. A</u>	<u>31. B</u>	<u>32. C</u>
<u>33. A</u>	<u>34. A</u>	<u>35. B</u>	<u>36. A</u>
<u>37. B</u>	<u>38. C</u>	<u>39. C</u>	<u>40. B</u>

Submit Exam

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Time Remaining: 00:46:30

40 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 does not use machine learning to generate its output.
- B. ☒ 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.
- C. ☐ 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.

☐ Mark this item for later review.

Comments:

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Time Remaining: 00:46:36

39 of 40. What is an implication of user consent in regard to AI data privacy?

- A. ☐ AI operates independently of user privacy and consent.
- B. ☐ AI ensures complete data privacy by automatically obtaining user consent.
- C. ☒ AI infringes on privacy when user consent is not obtained.

☐ Mark this item for later review.

Comments:

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Time Remaining: 00:46:41

38 of 40. What are predictive analytics, machine learning, natural language processing (NLP), and computer vision?

- A. ☐ Different types of data models used in Salesforce
- B. ☐ Different types of automation tools used in Salesforce
- C. ☒ Different types of AI that can be applied in Salesforce

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Comments:

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Time Remaining: 00:46:49

37 of 40. A sales manager wants to improve their processes using AI in Salesforce.

Which application of AI would be most beneficial?

- A. ☐ Data modeling and management
- B. ☒ Lead scoring and opportunity forecasting
- C. ☐ Sales dashboards and reporting

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Comments:

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Time Remaining: 00:46:55

36 of 40. What does the term "data completeness" refer to in the context of data quality?

- A. ☒ The degree to which all required data points are present in the dataset
- B. ☐ The process of aggregating multiple datasets from various databases
- C. ☐ The ability to access data from multiple sources in real time

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Comments:

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Time Remaining: 00:47:01

35 of 40. Cloud Kicks plans to use automated chat as its primary support channel.

Which Einstein feature should they use?

- A. ☐ Discovery
- B. ☒ Bots
- C. ☐ Next Best Action

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Comments:

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Time Remaining: 00:47:06

34 of 40. Cloud Kicks discovered multiple variations of state and country values in contact records.

Which data quality dimension is affected by this issue?

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

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Time Remaining: 00:47:10

33 of 40. Cloud Kicks' latest email campaign is struggling to attract new customers.

How can AI increase the company's customer email engagement?

- A. ☒ Create personalized emails
- B. ☐ Resend emails to inactive recipients
- C. ☐ Remove invalid email addresses

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Time Remaining: 00:47:15

32 of 40. What is the significance of explainability of trusted AI systems?

- A. ☐ Increases the complexity of AI models
- B. ☐ Enhances the security and accuracy of AI models
- C. ☒ Describes how AI models make decisions

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Comments:

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Time Remaining: 00:47:20

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

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

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Comments:

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Time Remaining: 00:47:27

30 of 40. 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
- B. ☐ Ensuring transparency in AI-driven recommendations and predictions
- C. ☐ Safeguarding fundamental human rights and protecting sensitive data

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Comments:

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Time Remaining: 00:47:32

29 of 40. 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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Time Remaining: 00:47:37

28 of 40. 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
- B. ☐ Leads to more informed and balanced decision-making
- C. ☐ Reduces the need for human involvement in decision-making processes

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Time Remaining: 00:47:41

27 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. ☐ Choose smaller better-trained models instead of larger more sparsely trained models.
- C. ☐ Ensure appropriate consent and transparency when using AI-generated responses.

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Time Remaining: 00:47:47

26 of 40. What is a potential outcome of using poor-quality data in AI applications?

- A. ☐ AI models are less accurate but easier to train.
- B. ☒ AI models may produce biased or erroneous results.
- C. ☐ AI model training becomes slower and less efficient.

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Time Remaining: 00:47:52

25 of 40. In the context of Salesforce's Trusted AI Principles, what does the principle of Responsibility primarily focus on?

- A. ☐ Providing a framework for data model accuracy
- B. ☒ Ensuring ethical use of AI
- C. ☐ Outlining the technical specifications for AI integration

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Time Remaining: 00:47:58

24 of 40. What is the best method to safeguard customer data privacy?

- A. ☒ Track customer data consent preferences.
- B. ☐ Archive customer data on a recurring schedule.
- C. ☐ Protect customer data with encrypted access.

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Comments:

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Time Remaining: 00:48:21

23 of 40. What are some of the ethical challenges associated with AI development?

- A. ☐ Removing accountability from experts which eliminates any potential for human bias in
- B. ☐ Striving for model explainability
- C. ☒ Testing models with diverse datasets

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Comments:

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Time Remaining: 00:48:24

22 of 40. What is an example of Salesforce's Trusted AI Principle of Inclusivity in practice?

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

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Time Remaining: 00:48:28

21 of 40. What are the three commonly used examples of AI in CRM?

- A. ☐ Einstein Bots, face recognition, recommendations
- B. ☒ Predictive scoring, forecasting, recommendations
- C. ☐ Predictive scoring, reporting, Einstein Bots

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Time Remaining: 00:48:31

20 of 40.

What is a sensitive variable that can lead to bias?

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

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Time Remaining: 00:48:35

19 of 40. What is a potential source of bias in training data for AI models?

- A. ☐ The data is collected from a diverse range of sources and demographics.
- B. ☒ The data is skewed toward a particular demographic or source.
- C. ☐ The data is collected in real time from source systems.

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Time Remaining: 00:48:39

18 of 40. What are the potential consequences of an organization suffering from poor data quality?

- A. ☐ Low employee morale, stock devaluation, and inability to attract top talent
- B. ☒ Revenue loss, poor customer service, and reputational damage
- C. ☐ Technical debt, monolithic system architecture, and slow ETL throughput

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Time Remaining: 00:48:45

17 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. ☐ Predictive analytics
- B. ☒ Natural language processing
- C. ☐ Computer vision

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Time Remaining: 00:48:51

16 of 40. 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. ☐ Determine data outcomes.
- B. ☒ Determine data availability.
- C. ☐ Determine data biases.

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Time Remaining: 00:48:53

15 of 40. What is a benefit of a diverse, balanced, and large dataset?

- A. ☒ Model accuracy
- B. ☐ Model trainability
- C. ☐ Model complexity

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Time Remaining: 00:48:58

14 of 40. 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
- B. ☐ Einstein Next Best Action and Case Auto Response Rules
- C. ☐ Sales Path and Automated Case Escalations

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Time Remaining: 00:49:03

13 of 40. A developer has a large amount of data, but it is scattered across different systems and is not standardized.

Which key data quality element should they focus on to ensure the effectiveness of the AI models?

- A. ☐ Performance
- B. ☒ Consistency
- C. ☐ Volume

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Time Remaining: 00:49:07

12 of 40. 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. ☒ Picklist
- B. ☐ Address
- C. ☐ Text

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Time Remaining: 00:49:12

11 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.

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Time Remaining: 00:49:17

10 of 40. In the context of Salesforce's Trusted AI Principles, what does the principle of Empowerment primarily aim to achieve?

- A. ☐ Empower users to solve challenging technical problems using neural networks.
- B. ☒ Empower users of all skill levels to build AI applications with clicks, not code.
- C. ☐ Empower users to contribute to the growing body of knowledge of leading AI research.

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Time Remaining: 00:49:30

9 of 40. How is natural language processing (NLP) used in the context of AI capabilities?

- A. ☐ To cleanse and prepare data for AI implementations
- B. ☒ To understand and generate human language
- C. ☐ To interpret and understand programming language

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Time Remaining: 00:49:34

8 of 40. A business analyst (BA) is preparing a new use case for AI. They run a report to check for null values in the attributes they plan to use.

Which data quality component is the BA verifying by checking for null values?

- A. ☐ Duplication
- B. ☐ Usage
- C. ☒ Completeness

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Time Remaining: 00:49:40

7 of 40. Cloud Kicks wants to evaluate its data quality to ensure accurate and up-to-date records.

Which type of records negatively impact data quality?

- A. ☐ Structured
- B. ☐ Complete
- C. ☒ Duplicate

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Time Remaining: 00:49:45

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

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

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Time Remaining: 00:49:49

5 of 40. A sales manager is looking to enhance the quality of lead data in their CRM system.

Which process will most likely help the team accomplish this goal?

- A. ☐ Redesign the lead conversion process.
- B. ☒ Review and update missing lead information.
- C. ☐ Prioritize active leads quarterly.

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Time Remaining: 00:49:55

4 of 40. What should organizations do to ensure data quality for their AI initiatives?

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

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Time Remaining: 00:49:59

3 of 40. What is one technique to mitigate bias and ensure fairness in AI applications?

- A. ☒ Ongoing auditing and monitoring of data that is used in AI applications
- B. ☐ Excluding data features from the AI application to benefit a population
- C. ☐ Using data that contains more examples of minority groups than majority groups

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Time Remaining: 00:50:05

2 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.

Comments:

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Time Remaining: 00:50:41

1 of 40. Which type of AI can enhance customer service agents' email responses by analyzing the written content of previous emails?

- A. ☒ Natural language processing
- B. ☐ Machine learning
- C. ☐ Deep learning

☐ Mark this item for later review.

Comments:

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Time Remaining: 00:55:14

35 of 40. What are some of the ethical challenges associated with AI development?

- A. ☒ Inherent neutrality of AI systems, which eliminates any potential for human bias in decision-making
- B. ☐ Implicit transparency of AI systems, which makes it easy for users to understand and trust their decisions
- C. ☐ Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes

☐ Mark this item for later review.

Comments: