

Salesforce Certified AI Associate

Time Taken: 24 minutes of 70 minutes total

Result: Pass

Topic	Percentage Correct
AI Fundamentals	85%
AI Capabilities in CRM	100%
Ethical Considerations of AI	100%
Data for AI	100%

Congratulations! You have successfully completed the certification exam to become a Salesforce Certified AI Associate. We are proud of you, 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 Answered: 40

Number of Items Unanswered: 0

Number of Items Marked for Review: 0

Answers

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

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Time Remaining: 00:46:35

40 of 40. Which AI tool is a web of connections, guided by weights and biases?

- A. ☒ Neural networks
- B. ☐ Predictive Analytics
- C. ☐ Rules-based systems

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Time Remaining: 00:46:37

39 of 40. How does the "right of least privilege" reduce the risk of handling sensitive personal data?

- A. ☐ By applying data retention policies
- B. ☒ By limiting how many people have access to data
- C. ☐ By reducing how many attributes are collected

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Time Remaining: 00:46:40

38 of 40. What is a possible outcome of poor data quality?

- A. ☒ AI systems inadvertently learn and amplify biases.
- B. ☐ AI predictions become more focused and less robust.
- C. ☐ AI models have slower response times.

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Time Remaining: 00:46:43

37 of 40. How does an organization benefit from using AI to personalize the shopping experience of online customers?

- A. ☒ Customers are more likely to be satisfied with their shopping experience.
- B. ☐ Customers are more likely to share personal information with a site that personalizes their experience.
- C. ☐ Customers are more likely to personalize their own shopping experience after learning from AI.

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Time Remaining: 00:46:45

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

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

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Time Remaining: 00:46:47

35 of 40. How does poor data quality affect predictive and generative AI models?

- A. ☒ Creates inaccurate results
- B. ☐ Increases raw data volume
- C. ☐ Decreases storage efficiency

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Time Remaining: 00:46:49

34 of 40. How does data quality impact the trustworthiness of AI-driven decisions?

- A. ☐ Low-quality data increases the risk of overfitting the model, but accuracy of predictions may improve.
- B. ☒ High-quality data improves the reliability and credibility of AI-driven decisions.
- C. ☐ The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions, fostering trust among users.

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Time Remaining: 00:46:51

33 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.

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Time Remaining: 00:46:55

32 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 infringes on privacy when user consent is not obtained.
- C. ☐ AI ensures complete data privacy by automatically obtaining user consent.

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31 of 40. What should an organization do to enforce consistency across accounts for newly entered records?

- A. ☐ Merge all duplicate accounts into a single record when duplicate entries are detected.
- B. ☐ Input the data exactly as it appears from the source, such as the company's website or social media.
- C. ☒ Implement naming conventions or a predefined list of user-selectable values for organization-wide records.

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Time Remaining: 00:46:59

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

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29 of 40. Which action introduces bias in the training data used for AI algorithms?

- A. ☐ Using a large dataset that is computationally expensive
- B. ☐ Using a dataset that represents diverse perspectives and populations
- C. ☒ Using a dataset that underrepresents perspectives and populations

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Time Remaining: 00:47:04

28 of 40. 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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Time Remaining: 00:47:06

27 of 40. 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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26 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. ☐ Completeness
- B. ☐ Accuracy
- C. ☒ Consistency

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Time Remaining: 00:47:11

25 of 40. What is a key consideration regarding data quality's role in AI implementations?

- A. ☐ Customizing AI features in Salesforce
- B. ☒ Training and fine-tuning Salesforce AI models
- C. ☐ Integrating AI models with Salesforce workflows

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24 of 40. Cloud Kicks wants to improve the quality of its AI model's predictions with the use of a large amount of data.

Which data quality element should the company focus on?

- A. ☒ Accuracy
- B. ☐ Location
- C. ☐ Volume

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Time Remaining: 00:47:15

23 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. ☒ Bots
- B. ☐ Case Classification
- C. ☐ Recommendation

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22 of 40. 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. ☐ Rich Text Area
- B. ☐ Multi-Select Picklist
- C. ☒ Text

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21 of 40. Cloud Kicks is testing a new AI model.

Which approach aligns with Salesforce's Trusted AI Principle of Inclusivity?

- A. ☐ Rely on a team with similar backgrounds to the target users and assess the model.
- B. ☐ Test only with data from a specific region or demographic to ensure data will be relevant.
- C. ☒ Test with diverse and representative datasets appropriate for how the model will be used.

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20 of 40. Cloud Kicks wants to use AI to enhance its sales processes and customer support.

Which capability should they use?

- A. ☐ Einstein Next Best Action and Case Auto Response Rules
- B. ☐ Sales Path and Automated Case Escalations
- C. ☒ Einstein Lead Scoring and Case Classification

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19 of 40. How does AI assist in lead qualification?

- A. ☒ Scores leads based on customer data
- B. ☐ Creates personalized SMS campaigns
- C. ☐ Automatically interacts with prospects

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18 of 40. Cloud Kicks relies on data analysis to optimize its product recommendations for customers.

How will incomplete data quality impact the company's recommendations?

- A. ☐ The response time for the product.
- B. ☒ The accuracy of the product.
- C. ☐ The diversity of the product.

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17 of 40. 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. ☐ Mass Delete List View button

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16 of 40. Cloud Kicks prepares a dataset for an AI model and identifies some inconsistencies in the data.

What is the most appropriate action the company should take?

- A. ☐ Adjust the AI model to account for the data inconsistencies.
- B. ☐ Increase the quantity of data being used for training the model.
- C. ☒ Investigate the data inconsistencies and apply data quality techniques.

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15 of 40. A sales manager wants to use AI to help sales representatives log their calls quicker and more accurately.

Which functionality provides the best solution?

- A. ☐ Call Summaries
- B. ☐ Sales Dialer
- C. ☒ Auto-Generated Sales Tasks

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14 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. ☐ Run reports to explore the data quality.
- B. ☒ Leverage data quality apps from AppExchange.
- C. ☐ Build a Data Management Strategy.

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

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

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12 of 40. 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. ☐ A marketing article of the product that clearly outlines the product's capabilities and features
- B. ☒ An explanation of the prediction's rationale and a model card that describes how the model was created
- C. ☐ An explanation of how Prediction Builder works and a link to Salesforce's Trusted AI Principles

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11 of 40. What is Salesforce's Trusted AI Principle of Transparency?

- A. ☐ The customization of AI features to meet specific business requirements
- B. ☐ The integration of AI models with Salesforce workflows
- C. ☒ The clear and understandable explanation of AI decisions and actions

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

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

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9 of 40.

What is a societal implication of excluding ethics in AI development?

- A. ☐ Faster and cheaper development
- B. ☐ More innovation and creativity
- C. ☒ Harm to marginalized communities

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Time Remaining: 00:47:55

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

- A. ☒ Launching an AI feature after discovering a harmful bias
- B. ☐ Violating a data privacy law and failing to pay fines
- C. ☐ Delaying an AI product launch to retrain an AI data model

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7 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. ☒ Inclusivity
- B. ☐ Transparency
- C. ☐ Accountability

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

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5 of 40. Which action should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind?

- A. ☒ Create guardrails that mitigate toxicity and protect PII.
- B. ☐ Provide frequent prompts to view user consent settings.
- C. ☐ Develop right-sized models to reduce our carbon footprint.

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4 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. ☐ Machine learning models and chatbot predictions
- B. ☐ Einstein Bots and Automated Case Escalations
- C. ☒ Lead scoring, Opportunity forecasting, and case classification

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Time Remaining: 00:48:09

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

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

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2 of 40. Cloud Kicks wants to evaluate the quality of its sales data.

Which first step should they take for the data quality assessment?

- A. ☐ Plan and align territories.
- B. ☐ Run a new report or dashboard.
- C. ☒ Identify business objectives.

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1 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. ☐ Nickname
- B. ☐ Email address
- C. ☒ Financial status

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