



# Salesforce

## Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

#### NEW QUESTION 1

What are the key components of the data quality standard?

- A. Naming, formatting, Monitoring
- B. Accuracy, Completeness, Consistency
- C. Reviewing, Updating, Archiving

**Answer:** B

#### Explanation:

“Accuracy, Completeness, Consistency are the key components of the data quality standard. Data quality standard is a set of criteria or measures that define and evaluate the quality of data for a specific purpose or task. Data quality standard can vary by industry, domain, or application, but some common components are accuracy, completeness, and consistency. Accuracy means that the data values are correct and valid for the data attribute. Completeness means that the data values are not missing any relevant information for the data attribute. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources.”

#### NEW QUESTION 2

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

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

**Answer:** A

#### Explanation:

“Societal bias is the type of bias that imposes a system's values on others. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. Societal bias can affect the fairness and ethics of AI systems, as they may affect how different groups or domains are perceived, treated, or represented by AI systems. For example, societal bias can occur when AI systems impose a system's values on others, such as using Western standards of beauty or success to judge or rank people from other cultures.”

#### NEW QUESTION 3

Which statement exemplifies Salesforces honesty guideline when training AI models?

- A. Minimize the AI models carbon footprint and environment 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.

**Answer:** B

#### Explanation:

“Ensuring appropriate consent and transparency when using AI-generated responses is a statement that exemplifies Salesforce's honesty guideline when training AI models. Salesforce's honesty guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for honesty and integrity in how they work and what they produce. Ensuring appropriate consent and transparency means respecting and honoring the choices and preferences of users regarding how their data is used or generated by AI systems. Ensuring appropriate consent and transparency also means providing clear and accurate information and documentation about the AI systems and their outputs.”

#### NEW QUESTION 4

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

**Answer:** A

#### Explanation:

“A key benefit of effective interaction between humans and AI systems is that it leads to more informed and balanced decision making. Effective interaction means that humans and AI systems can communicate and collaborate with each other in a clear, natural, and respectful way. Effective interaction can help leverage the strengths and complement the weaknesses of both humans and AI systems. Effective interaction can also help increase trust, confidence, and satisfaction in using AI systems.”

#### NEW QUESTION 5

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

**Answer:** A

#### Explanation:

“Duplication is the data quality dimension that should be assessed to reduce communication inefficiencies. Duplication means that the data contains multiple copies or instances of the same record or value. Duplication can cause confusion, errors, or waste in data analysis and processing. For example, duplication can lead to communication inefficiencies if customers receive multiple calls or emails from different sources for the same purpose.”

#### NEW QUESTION 6

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

**Answer:** C

#### Explanation:

Duplicate records negatively impact data quality by creating inconsistencies and confusion in database management, leading to potential errors in customer relationship management (CRM) systems like Salesforce. Duplicates can skew analytics results, lead to inefficiencies in customer service, and result in redundant marketing efforts. Salesforce offers various tools to identify and merge duplicate records, thereby maintaining high data integrity. More about managing duplicate records in Salesforce and ensuring data quality can be found in Salesforce's documentation on duplicate management at Salesforce Duplicate Management.

#### NEW QUESTION 7

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

**Answer:** C

#### Explanation:

"Natural language processing (NLP) is used in the context of AI capabilities to understand and generate human language. NLP can enable AI systems to interact with humans using natural language, such as speech or text. NLP can also enable AI systems to analyze and extract information from natural language data, such as documents, emails, or social media posts."

#### NEW QUESTION 8

A service leader wants use AI to help customer resolve their issues quicker in a guided self-serve application. Which Einstein functionality provides the best solution?

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

**Answer:** B

#### Explanation:

"Bots provide the best solution for a service leader who wants to use AI to help customers resolve their issues quicker in a guided self-serve application. Bots are a feature that uses natural language processing (NLP) and natural language understanding (NLU) to create conversational interfaces that can interact with customers using text or voice. Bots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the customer's intent and context."

#### NEW QUESTION 9

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

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

**Answer:** A

#### Explanation:

"An example of Salesforce's Trusted AI Principle of Inclusivity in practice is testing models with diverse datasets. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing models with diverse datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

#### NEW QUESTION 10

Cloud Kicks wants to develop a solution to predict customers' interest based on historical data. The company found that employee region uses a text field to capture the product category while employee from all other locations use a picklist. Which dimension of data quality is affected in this scenario?

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

**Answer:** B

#### Explanation:

"Consistency is the dimension of data quality that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

#### NEW QUESTION 10

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

**Answer:** A

**Explanation:**

Natural language processing (NLP) is the type of AI that can enhance customer service agents' email responses by analyzing the written content of previous emails. NLP technologies interpret and generate human language, allowing AI systems to understand, respond to, and even anticipate customer needs based on email interactions. This capability helps in crafting more relevant, accurate, and personalized email responses, improving customer service quality. Salesforce utilizes NLP in its Einstein AI platform to augment various customer service functions. More about Salesforce Einstein's NLP capabilities can be found on the Salesforce Einstein page at Salesforce Einstein NLP.

**NEW QUESTION 13**

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

- A. Neural networks
- B. Predictive Analytics
- C. Rules- based systems
- D. Mark this item for later review,

**Answer:** A

**Explanation:**

Neural networks are a key AI tool designed as a web of interconnected nodes, similar to the human brain's structure. Each connection, or synapse, in a neural network is guided by weights and biases that are adjusted during the learning process. These weights and biases determine the strength and influence of one node over another, facilitating complex pattern recognition and decision-making processes. Neural networks are extensively used in machine learning for tasks like image and speech recognition, among others. For more on neural networks in the context of Salesforce AI, see the Salesforce AI documentation on Neural Networks.

**NEW QUESTION 15**

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

**Answer:** B

**Explanation:**

The potential consequences of an organization suffering from poor data quality include revenue loss, poor customer service, and reputational damage. Poor data quality can lead to inaccurate analytics and decision-making, impacting customer interactions, marketing strategies, and financial forecasting. These issues ultimately affect customer satisfaction and could lead to financial losses and a damaged brand reputation. Salesforce highlights the importance of maintaining high data quality for effective CRM and AI applications, offering various tools and best practices to enhance data integrity. For guidance on managing and improving data quality in Salesforce, see the Salesforce documentation on data quality at Salesforce Data Quality.

**NEW QUESTION 18**

A data quality expert at Cloud Kicks want to ensure that each new contact contains at least an email address ...  
Which feature should they use to accomplish this?

- A. Autofill
- B. Duplicate matching rule
- C. Validation rule

**Answer:** C

**Explanation:**

"A validation rule should be used to ensure that each new contact contains at least an email address or phone number. A validation rule is a feature that checks the data entered by users for errors before saving it to Salesforce. A validation rule can help ensure data quality by enforcing certain criteria or conditions for the data values."

**NEW QUESTION 23**

What is a Key consideration regarding data quality in AI implementation?

- A. Techniques from 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

**Answer:** B

**Explanation:**

"Data's role in training and fine-tuning Salesforce AI models is a key consideration regarding data quality in AI implementation. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Data's role in training and fine-tuning Salesforce AI models means understanding how data is used to build, train, test, and improve AI models in Salesforce, such as Einstein Prediction Builder or Einstein Discovery."

#### NEW QUESTION 27

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

**Answer:** A

#### Explanation:

“Some of the ethical challenges associated with AI development are the potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes. Human bias can arise from the data used to train the models, the design choices made by the developers, or the interpretation of the results by the users. Lack of transparency can make it difficult to understand how and why AI systems make certain decisions, which can affect trust, accountability, and fairness.”

#### NEW QUESTION 29

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

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

**Answer:** A

#### Explanation:

“Einstein Generate uses emails to create content for Knowledge articles. Einstein Generate is a natural language generation (NLG) feature that can automatically write summaries, descriptions, or recommendations based on data or text inputs. For example, Einstein Generate can analyze email conversations between agents and customers and generate draft articles for the Knowledge base.”

#### NEW QUESTION 32

How does poor data quality affect predictive and generative AI models?

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

**Answer:** A

#### Explanation:

Poor data quality significantly impacts the performance of predictive and generative AI models by leading to inaccurate and unreliable results. Factors such as incomplete data, incorrect data, or poorly formatted data can mislead AI models during the learning phase, causing them to make incorrect assumptions, learn inappropriate patterns, or generalize poorly to new data. This inaccuracy can be detrimental in applications where precision is critical, such as in predictive analytics for sales forecasting or customer behavior analysis. Salesforce emphasizes the importance of data quality for AI model effectiveness in their AI best practices guide, which can be reviewed on Salesforce AI Best Practices.

#### NEW QUESTION 34

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.

**Answer:** B

#### Explanation:

“Tracking customer data consent preferences is the best method to safeguard customer data privacy. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Tracking customer data consent preferences means respecting and honoring the choices and preferences of customers regarding their personal data. Tracking customer data consent preferences can help ensure compliance with data privacy laws and regulations, as well as build trust and loyalty with customers.”

#### NEW QUESTION 39

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

**Answer:** A

#### Explanation:

AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio.

#### NEW QUESTION 41



Cloud Kicks wants to use Einstein Prediction Builder to determine a customer's likelihood of buying specific products; however, data quality is a...  
How can data quality be assessed quality?

- A. Build a Data Management Strategy.
- B. Build reports to expire the data quality.
- C. Leverage data quality apps from AppExchange

**Answer:** C

**Explanation:**

"Leveraging data quality apps from AppExchange is how data quality can be assessed. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Leveraging data quality apps from AppExchange means using third-party applications or solutions that can help measure, monitor, or improve data quality in Salesforce."

**NEW QUESTION 46**

Which action should be taken to develop and implement trusted generated AI with Salesforce's safety guideline in mind?

- A. Develop right-sized models to reduce our carbon footprint.
- B. Create guardrails that mitigates toxicity and protect PII
- C. Be transparent when AI has created and automatically delivered content.

**Answer:** B

**Explanation:**

"Creating guardrails that mitigate toxicity and protect PII is an action that should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind. Salesforce's safety guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the safety and well-being of humans and the environment. Creating guardrails means implementing measures or mechanisms that can prevent or limit the potential harm or risk caused by AI systems. For example, creating guardrails can help mitigate toxicity by filtering out inappropriate or offensive content generated by AI systems. Creating guardrails can also help protect PII by masking or anonymizing personal or sensitive information generated by AI systems."

**NEW QUESTION 47**

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

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

**Answer:** C

**Explanation:**

"Demographic data should be omitted to avoid introducing unintended bias to an AI model. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems."

**NEW QUESTION 50**

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

**Answer:** A

**Explanation:**

"Machine learning is a key characteristic of AI capabilities that uses algorithms to learn from data and make decisions. Machine learning is a branch of AI that enables computers to learn from data without being explicitly programmed. Machine learning algorithms can analyze data, identify patterns, and make predictions or recommendations based on the data."

**NEW QUESTION 51**

What is machine learning?

- A. AI that can grow its intelligence
- B. AI that creates new content
- C. A data model used in Salesforce

**Answer:** C

**Explanation:**

"A data model is a machine learning feature used in Salesforce. A data model is a representation or abstraction of a real-world phenomenon or process using data structures and algorithms. A data model can be used to describe, analyze, or predict various aspects of the phenomenon or process using machine learning techniques."

**NEW QUESTION 53**

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

**Answer:** A

**Explanation:**

“Consistency is the data quality dimension that is essential for creating a custom service analytics application to analyze cases in Salesforce. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Consistent data can ensure that the custom application can accurately and efficiently analyze cases and provide meaningful insights.”

**NEW QUESTION 54**

In the context of Salesforce’s Trusted AI Principles what does the principle of Empowerment primarily aim to achieve?

- A. Empower users to off all skill level to build AI application 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.

**Answer:** A

**Explanation:**

“The principle of Empowerment primarily aims to achieve empowering users of all skill levels to build AI applications with clicks, not code. Empowerment is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the empowerment and education of humans. Empowering users means enabling users to access, use, and benefit from AI systems regardless of their technical expertise or background. For example, empowering users means providing tools and platforms that allow users to build AI applications with clicks, not code, such as Einstein Prediction Builder or Einstein Discovery.”

**NEW QUESTION 57**

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.

**Answer:** B

**Explanation:**

“An organization benefits from using AI to personalize the shopping experience of online customers by increasing customer satisfaction. AI can help provide customized and relevant product recommendations, offers, or content based on the customers’ preferences, behavior, or needs. AI can also help create a more engaging and interactive shopping experience by using natural language processing (NLP) or computer vision techniques. Personalized shopping experiences can improve customer satisfaction by meeting their expectations, needs, and interests.”

**NEW QUESTION 59**

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

**Answer:** C

**Explanation:**

“Consistency is the data quality dimension that is affected by multiple variations of state and country values in contact records. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing.”

**NEW QUESTION 63**

How does a data quality assessment impact business outcome 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

**Answer:** C

**Explanation:**

“A data quality assessment impacts business outcomes for companies using AI by providing a benchmark for AI predictions. A data quality assessment is a process that measures and evaluates the quality of data for a specific purpose or task. A data quality assessment can help identify and address any issues or gaps in the data quality dimensions, such as accuracy, completeness, consistency, relevance, and timeliness. A data quality assessment can impact business outcomes for companies using AI by providing a benchmark for AI predictions, as it can help ensure that the predictions are based on high-quality data that reflects the true state or condition of the target population or domain.”

**NEW QUESTION 65**

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.

**Answer:** C

**Explanation:**

When inconsistencies in data are identified, the most appropriate action is to investigate these inconsistencies and apply data quality techniques. Adjusting the AI model to accommodate poor quality data or simply increasing the quantity of data without addressing the underlying issues does not solve the problem and can lead to less reliable AI outputs. Proper data cleaning, normalization, and validation are necessary steps to ensure that the data fed into an AI model is accurate and reliable, thus enhancing the model's performance. Salesforce provides guidelines on how to manage and improve data quality, including practical steps for addressing data inconsistencies, detailed at Improving Data Quality in Salesforce.

**NEW QUESTION 68**

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

**Answer:** C

**Explanation:**

By checking for null values, a business analyst (BA) is verifying the data quality component of completeness. Completeness refers to the absence of missing values or gaps in the data, which is essential for the accuracy and reliability of reports and analytics used in AI models. Null values can indicate incomplete data, which may adversely affect the performance of AI applications by leading to incorrect predictions or insights. Salesforce emphasizes the importance of data completeness for effective data analysis and provides tools for data quality assessment and improvement. Details on handling data completeness in Salesforce can be explored at Salesforce Help Data Management.

**NEW QUESTION 73**

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

**Answer:** A

**Explanation:**

"It is critical to consider privacy concerns when dealing with AI and CRM data because it ensures compliance with laws and regulations. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Data privacy laws and regulations are legal frameworks that define and enforce the rights and obligations of data subjects, data controllers, and data processors regarding personal data. Data privacy laws and regulations vary by country, region, or industry, and may impose different requirements or restrictions on how AI and CRM data can be handled."

**NEW QUESTION 76**

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

**Answer:** A

**Explanation:**

A technique to mitigate bias and ensure fairness in AI applications is ongoing auditing and monitoring of the data used in AI applications. Regular audits help identify and address any biases that may exist in the data, ensuring that AI models function fairly and without prejudice. Monitoring involves continuously checking the performance of AI systems to safeguard against discriminatory outcomes. Salesforce emphasizes the importance of ethical AI practices, including transparency and fairness, which can be further explored through Salesforce's AI ethics guidelines at Salesforce AI Ethics.

**NEW QUESTION 78**

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

**Answer:** A

**Explanation:**

"The 'right of least privilege' reduces the risk of handling sensitive personal data by limiting how many people have access to data. The 'right of least privilege' is a security principle that states that each user or system should have the minimum level of access or privilege necessary to perform their tasks or functions. The 'right of least privilege' can help protect sensitive personal data from unauthorized access, misuse, or leakage."

**NEW QUESTION 79**

Cloud Kicks wants to use an AI mode 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

**Answer:** A

**Explanation:**

“Reliability is an essential data quality dimension to achieve the goal of predicting the demand for shoes using historical data on sales and regional characteristics. Reliability means that the data values are trustworthy, credible, and authoritative for the AI task. Reliable data can improve the accuracy and confidence of AI predictions, as they reflect the true state or condition of the target population or domain. For example, reliable data can help predict the demand for shoes by using verified and validated sales and regional data.”

**NEW QUESTION 84**

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

**Answer:** C

**Explanation:**

The significance of the explainability of trusted AI systems is that it describes how AI models make decisions. Explainability is crucial for building trust and accountability in AI systems, ensuring that users and stakeholders understand the decision-making processes and outcomes generated by AI. This is particularly important in scenarios where AI decisions impact personal or financial status, such as in credit scoring or healthcare diagnostics. Salesforce emphasizes the importance of explainable AI through its ethical AI practices, aiming to make AI systems more transparent and understandable. More details about Salesforce's approach to ethical and explainable AI can be found in Salesforce AI ethics resources at Salesforce AI Ethics.

**NEW QUESTION 87**

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

**Answer:** B

**Explanation:**

Incomplete data quality negatively impacts the accuracy of product recommendations made by Cloud Kicks. If data is missing or incomplete, the AI models used for product recommendation may not have enough information to accurately predict customer preferences and behavior. This leads to recommendations that may not align well with customer needs, reducing customer satisfaction and potentially affecting sales. Ensuring complete and accurate data is crucial for effective recommendation systems. Salesforce discusses the impact of data quality on AI outcomes and strategies to enhance data integrity in their documentation on AI and data management, which can be referenced at Data Management for AI.

**NEW QUESTION 91**

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

**Answer:** B

**Explanation:**

“Streamlining case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions are some key benefits of AI in improving customer experiences in CRM. AI can help automate and optimize various aspects of customer service, such as routing cases to the right agents, providing relevant information or suggestions, and generating reports or insights. AI can also help enhance customer satisfaction and loyalty by reducing wait times, improving response quality, and providing personalized solutions.”

**NEW QUESTION 92**

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.

**Answer:** B

**Explanation:**

“A possible outcome of poor data quality is that biases in data can be inadvertently learned and amplified by AI systems. Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor data quality can affect the performance and reliability of AI systems, as they may not have enough or correct information to learn from or make accurate predictions. Poor data quality can also introduce or exacerbate biases in data, such as human bias, societal bias, or confirmation bias, which can affect the fairness and ethics of AI systems.”

**NEW QUESTION 93**

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

**Answer:** C

**Explanation:**

Excluding ethics in AI development can lead to societal implications such as harm to marginalized communities. When ethical considerations are not integrated into AI development, the resulting technologies may perpetuate or amplify biases, leading to unfair treatment or discrimination against certain groups. This can reinforce existing social inequalities and prevent these communities from benefiting equally from the advancements in AI technology. Salesforce is committed to responsible AI development and emphasizes the importance of ethical considerations in their development practices to prevent such outcomes. Details on Salesforce's approach to ethical AI and its importance can be found at Salesforce Ethical AI.

**NEW QUESTION 98**

What role does data quality play in the ethical use of AI applications?

- A. High-quality data is essential for ensuring unbiased and for fair AI decisions, promoting ethical use, and preventing discrimination.
- B. High-quality data ensures the process of demographic attributes requires for personalized campaigns.
- C. Low-quality data reduces the risk of unintended bias as the data is not overfitted to demographic groups.

**Answer:** A

**Explanation:**

"High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and preventing discrimination. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can help ensure unbiased and fair AI decisions by providing a balanced and representative sample of the target population or domain. High-quality data can also help promote ethical use and prevent discrimination by respecting the rights and preferences of users regarding their personal data."

**NEW QUESTION 103**

The Cloud 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 solution?

- A. Ethical AI Prediction Maturity Model
- B. Ethical AI Process Maturity Model
- C. Ethical AI practice Maturity Model

**Answer:** B

**Explanation:**

"The Ethical AI Process Maturity Model is the established Salesforce Ethical Maturity Model that the Cloud technical team should use to guide the development of trusted AI solutions. The Ethical AI Process Maturity Model is a framework that helps assess and improve the ethical and responsible practices and processes involved in developing and deploying AI systems. The Ethical AI Process Maturity Model consists of five levels of maturity: Ad Hoc, Aware, Defined, Managed, and Optimized. The Ethical AI Process Maturity Model can help guide the development of trusted AI solutions by providing a roadmap and best practices for achieving higher levels of ethical maturity."

**NEW QUESTION 106**

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

**Answer:** B

**Explanation:**

"The size of the dataset is a crucial factor that the developer should consider during selection. The size of the dataset refers to the amount or volume of data available for training an AI model. The size of the dataset can affect the feasibility and quality of the AI model, as well as the choice of AI techniques and tools. The size of the dataset should be large enough to provide sufficient information for the AI model to learn from and generalize well to new data."

**NEW QUESTION 107**

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.

**Answer:** B

**Explanation:**

"A potential source of bias in training data for AI models is that the data is skewed toward a particular demographic or source. Skewed data means that the data is not balanced or representative of the target population or domain. Skewed data can introduce or exacerbate bias in AI models, as they may overfit or underfit the model to a specific subset of data. For example, skewed data can lead to bias if the data is collected from a limited or biased demographic or source, such as a certain age group, gender, race, location, or platform."

**NEW QUESTION 109**

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

**Answer:** A

**Explanation:**

“Confirmation bias is most likely to be encountered in this scenario. Confirmation bias is a type of bias that occurs when data or information confirms or supports one’s existing beliefs or expectations. For example, confirmation bias can occur when a product recommendation feature only recommends shoes of a given color based on the customer’s purchase history, without considering other factors or preferences that may influence their choice.”

**NEW QUESTION 114**

.....

## Thank You for Trying Our Product

### We offer two products:

1st - We have Practice Tests Software with Actual Exam Questions

2nd - Questions and Answers in PDF Format

### Salesforce-AI-Associate Practice Exam Features:

- \* Salesforce-AI-Associate Questions and Answers Updated Frequently
- \* Salesforce-AI-Associate Practice Questions Verified by Expert Senior Certified Staff
- \* Salesforce-AI-Associate Most Realistic Questions that Guarantee you a Pass on Your FirstTry
- \* Salesforce-AI-Associate Practice Test Questions in Multiple Choice Formats and Updatesfor 1 Year

**100% Actual & Verified — Instant Download, Please Click**  
**[Order The Salesforce-AI-Associate Practice Test Here](#)**