Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

https://www.2passeasy.com/dumps/Salesforce-AI-Associate/

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
Cloud Kicks wants to implement AI features on its 5aiesforce 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.

Answer: B

Explanation:
"Implementing Salesforce's Trusted AI Principles is what Cloud Kicks should consider doing to minimize potential AI bias. Salesforce's Trusted AI Principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education."

NEW QUESTION 3
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

Answer: C

Explanation:
Introducing bias in training data for AI algorithms occurs when the dataset used underrepresents certain perspectives and populations. This type of bias can skew AI predictions, making the system less fair and accurate. For example, if a dataset predominantly contains information from one demographic group, the AI's performance may not generalize well to other groups, leading to biased or unfair outcomes. Salesforce discusses the impact of biased training data and ways to mitigate this in their AI ethics guidelines, which can be explored further in the Salesforce AI documentation on Responsible Creation of AI.

NEW QUESTION 4
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 5
Which best describes the difference between predictive AI and generative AI?

A. Predictive AT 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 4 given input
C. Predictive AI and generative AI have the same capabilities but differ in the type of input they receive; predictive AT receives raw data whereas generative AT receives natural language.

Answer: B

Explanation:
Predictive AI and generative AI represent two different applications of machine learning technologies. Predictive AI focuses on making predictions based on historical data. It analyzes past data to forecast future outcomes, such as customer churn or sales trends. On the other hand, generative AI is designed to generate

new and original outputs based on the learned data patterns. This includes tasks like creating new images, text, or music that resemble the training data but do not duplicate it. Both types of AI use machine learning, but their objectives and outputs are distinct. For detailed differences and applications in a Salesforce context, Salesforce's guide on AI technologies is a helpful resource, accessible at Salesforce AI Technologies.

NEW QUESTION 6
Cloud Kicks relies on data analysis to optimize its product recommendation; 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.

Answer: A

Explanation:
"The incomplete data quality will impact the company's operations by hindering the accuracy of product recommendations. Incomplete data means that the data is missing some values or attributes that are relevant for the AI task. Incomplete data can affect the performance and reliability of AI models, as they may not have enough information to learn from or make accurate predictions. For example, incomplete customer records can affect the quality of product recommendations, as the AI model may not be able to capture the customers' preferences, behavior, or needs."

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
How does AI assist in lead qualification?

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

Answer: A

Explanation:
AI assists in lead qualification primarily by scoring leads based on customer data. This process, known as lead scoring, uses machine learning algorithms to evaluate leads against a set of predefined criteria that reflect potential interest and sales readiness. The scores assigned help sales teams prioritize their efforts toward leads most likely to convert, thus improving efficiency and success rates in sales activities. Salesforce AI enhances this process through features like Einstein Lead Scoring, which automatically calculates scores based on both historical conversion data and behavioral data from prospects. For further insights, Salesforce provides detailed documentation on lead scoring with AI at Salesforce Einstein Lead Scoring.

NEW QUESTION 9
What is an example of ethical debt?

A. Violating a data privacy law and falling 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

Answer: B

Explanation:
"Launching an AI feature after discovering a harmful bias is an example of ethical debt. Ethical debt is a term that describes the potential harm or risk caused by unethical or irresponsible decisions or actions related to AI systems. Ethical debt can accumulate over time and have negative consequences for users, customers, partners, or society. For example, launching an AI feature after discovering a harmful bias can create ethical debt by exposing users to unfair or inaccurate results that may affect their trust, satisfaction, or well-being."

NEW QUESTION 10
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.

Answer: C

Explanation:

The first step Cloud Kicks should take for data quality assessment is to identify business objectives. This is crucial because understanding how the company uses customer data to support its business objectives will guide the assessment process1. By identifying the business objectives, Cloud Kicks can determine what customer data is required to support those objectives and how that data is being used. This foundational step is essential before moving on to other aspects of data quality assessment, such as running reports or planning territories. It aligns the data quality initiatives with the company's goals and ensures that the assessment is focused on areas that will drive business value

NEW QUESTION 10

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

Answer: A

Explanation:
Data completeness is a measure of data quality that assesses whether all required data points are present in a dataset. It checks for missing values or gaps in data necessary for accurate analysis and decision-making. In the context of Salesforce, ensuring data completeness is crucial for the effectiveness of CRM operations, reporting, and AI-driven applications like Salesforce Einstein, which rely on complete data to function optimally. Salesforce provides various tools and features, such as data validation rules and batch data import processes, that help maintain data completeness across its platform. Detailed guidance on managing data quality in Salesforce can be found in the Salesforce Help documentation on data management at Salesforce Help Data Management.

NEW QUESTION 11

A system admin recognizes the need to put a data management strategy in place. What is a key component of data management strategy?

A. Naming Convention
B. Data Backup
C. Color Coding

Answer: B

Explanation:
Data Backup is a key component of a data management strategy. A data backup is a process of creating and storing copies of data in a separate location or device to prevent data loss or damage in case of a disaster, accident, or malicious attack. A data backup can help ensure data availability, reliability, and security by allowing data to be restored or recovered in the event of a data breach, corruption, or deletion. A data management strategy should include a data backup plan that defines the frequency, scope, method, and location of data backups, as well as the roles and responsibilities of the data backup team.

NEW QUESTION 13

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 17

What is a key challenge of human AI collaboration in decision-making?

A. Leads to move informed and balanced decision-making
B. Creates a reliance on AI, potentially leading to less critical thinking and oversight
C. Reduce the need for human involvement in decision-making processes

Answer: B

Explanation:
"A key challenge of human-AI collaboration in decision-making is that it creates a reliance on AI, potentially leading to less critical thinking and oversight. Human-AI collaboration is a process that involves humans and AI systems working together to achieve a common goal or task. Human-AI collaboration can have many benefits, such as leveraging the strengths and complementing the weaknesses of both humans and AI systems. However, human-AI collaboration can also pose some challenges, such as creating a reliance on AI, potentially leading to less critical thinking and oversight. For example, human-AI collaboration can create a reliance on AI if humans blindly trust or follow the AI recommendations without questioning or verifying their validity or rationale."

NEW QUESTION 21

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 28
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.

Answer: A

Explanation:
"Organizations should collect and curate high-quality data from reliable sources to ensure data quality for their AI initiatives. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. Reliable sources mean that the data is trustworthy, credible, and authoritative. Collecting and curating high- quality data from reliable sources can improve the performance and reliability of AI systems."

NEW QUESTION 30
What is Salesforce's Trusted AI Principle of Transparency?

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

Answer: C

Explanation:
Salesforce's Trusted AI Principle of Transparency emphasizes the importance of providing clear and understandable explanations of AI decisions and actions. This principle ensures that users can understand how AI conclusions are drawn, which is crucial for trust and accountability, especially in business applications where AI decisions can have significant impacts. Transparency helps mitigate the "black box" nature of AI systems by making them more interpretable and allows for better oversight, compliance, and alignment with ethical guidelines. Salesforce elaborates on these principles in their ethical AI practices, which can be further explored at Salesforce Ethical AI.

NEW QUESTION 33
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 38
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

Answer: A

Explanation:
"Financial status is an example of an immutable trait. Immutable traits are characteristics that are inherent, fixed, or unchangeable. For example, financial status is an immutable trait because it is determined by factors beyond one's control, such as birth, inheritance, or economic conditions. Nickname and email address are not immutable traits because they can be changed by choice or preference."

NEW QUESTION 40
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 43
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

Answer: B

Explanation:
For Cloud Kicks, using automated chat as the primary support channel, the recommended Einstein feature is Bots. Einstein Bots are designed to automate customer interactions on common issues through chat and messaging platforms. They can handle routine requests, provide quick answers to frequently asked questions, and escalate more complex issues to human agents. Using Einstein Bots helps improve customer service efficiency and speed, leading to enhanced customer satisfaction. To learn more about setting up and optimizing Einstein Bots for a business, you can visit the Salesforce documentation on Einstein Bots at Salesforce Einstein Bots.

NEW QUESTION 48
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 52
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 56
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 61
What is a sensitive variable that car esc to bias?

A. Education level
B. Country
C. Gender

Answer: C

Explanation:
 "Gender is a sensitive variable that can lead to bias. A sensitive variable is a variable that can potentially cause discrimination or unfair treatment based on a person's identity or characteristics. For example, gender is a sensitive variable because it can affect how people are perceived, treated, or represented by AI systems."

NEW QUESTION 63
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 plckllst.
Which data quality dimension is affected in this scenario?

A. Completeness
B. Accuracy
C. Consistency

Answer: C

Explanation:
 "Consistency is the data quality dimension 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 66
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 67
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 68
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

Answer: A

Explanation:
 The best functionality to help sales representatives log their calls quicker and more accurately is the use of AI-generated Call Summaries. This feature leverages

AI to analyze voice data from sales calls and automatically generate concise summaries and actionable insights, which are then logged into the CRM system. This not only speeds up the process of recording call details but also enhances the accuracy of the data captured, reducing the likelihood of human error and ensuring that important details are not missed. Salesforce provides AI tools that integrate with telephony solutions to enable these capabilities, enhancing the efficiency of sales operations. For more information on Salesforce AI features like Einstein Call Coaching that support this functionality, visit Salesforce Einstein Call Coaching.

NEW QUESTION 73
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.

Answer: B

Explanation:
 "AI infringes on privacy when user consent is not obtained. User consent is the permission or agreement given by a user to allow their personal data to be collected, used, shared, or stored by others. User consent is an important aspect of data privacy, which is the right of individuals to control how their personal data is handled by others. AI infringes on privacy when user consent is not obtained because it violates the user's rights and preferences regarding their personal data."

NEW QUESTION 76
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 78
Cloud Kicks uses Einstein to generate predictions out is not seeing accurate results? What to a potential mason for this?

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

Answer: A

Explanation:
 "Poor data quality is a potential reason for not seeing accurate results from an AI model. 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 models, as they may not have enough or correct information to learn from or make accurate predictions."

NEW QUESTION 83
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.

Answer: C

Explanation:
 To ensure consistency across accounts for newly entered records, organizations should implement naming conventions or a predefined list of user-selectable values. This approach standardizes data entry, reducing variations and errors. It also helps in maintaining clean data which is essential for accurate reporting and analytics. Using standardized naming conventions ensures that all users adhere to a consistent format, making it easier to manage and analyze data across the organization. For more information on best practices for data management in Salesforce, refer to Salesforce's documentation on Data Management Best Practices.

NEW QUESTION 88
......