

## Salesforce-AI-Associate Dumps

### Salesforce Certified AI Associate Exam (SU23)

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**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**

A healthcare company implements an algorithm to analyze patient data and assist in medical diagnosis. Which primary role does data Quality play In this AI application?

- A. Enhanced accuracy and reliability of medical predictions and diagnoses
- B. Ensured compatibility of AI algorithms with the system's Infrastructure
- C. Reduced need for healthcare expertise in interpreting AI outouts

**Answer:** A

**Explanation:**

“Data quality plays a crucial role in enhancing the accuracy and reliability of medical predictions and diagnoses. Poor data quality can lead to inaccurate or misleading results, which can have serious consequences for patients’ health and well-being. Therefore, it is important to ensure that the data used for AI applications in healthcare is accurate, complete, consistent, and relevant.”

**NEW QUESTION 3**

Cloud Kicks wants to implement AI features on its Salesforce 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 4**

What is the key difference between generative and predictive AI?

- A. Generative AI creates new content based on existing data and predictive AI analyzes existing data.
- B. Generative AI finds content similar to existing data and predictive AI analyzes existing data.
- C. Generative AI analyzes existing data and predictive AI creates new content based on existing data.

**Answer:** A

**Explanation:**

“The key difference between generative and predictive AI is that generative AI creates new content based on existing data and predictive AI analyzes existing data. Generative AI is a type of AI that can generate novel content such as images, text, music, or video based on existing data or inputs. Predictive AI is a type of AI that can analyze existing data or inputs and make predictions or recommendations based on patterns or trends.”

**NEW QUESTION 5**

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 6

Cloud Kicks is testing a new AI model.

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

- A. Test only with data from a specific region or demographic to limit the risk of data leaks.
- B. Rely on a development team with uniform backgrounds to assess the potential societal implications of the model.
- C. Test with diverse and representative datasets appropriate for how the model will be used.

**Answer:** C

#### Explanation:

"Testing with diverse and representative datasets appropriate for how the model will be used aligns with Salesforce's Trusted AI Principle of Inclusivity. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing with diverse and representative datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

#### NEW QUESTION 7

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 8

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 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

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

A marketing manager wants to use AI to better engage their customers. Which functionality provides the best solution?

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

**Answer:** C

**Explanation:**

“Einstein Engagement provides the best solution for a marketing manager who wants to use AI to better engage their customers. Einstein Engagement is a feature that uses AI to optimize email marketing campaigns by providing insights and recommendations on the best time, frequency, content, and subject lines to send emails to each customer. Einstein Engagement can help increase customer engagement, retention, and loyalty by delivering personalized and relevant messages.”

**NEW QUESTION 14**

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 15**

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 17**

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**

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 23**

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 25**

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 26**

Which type of bias results from data being labeled according to stereotypes?

- A. Association
- B. Societal
- C. Interaction

**Answer: B**

**Explanation:**

“Societal bias results from data being labeled according to stereotypes. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. For example, societal bias can occur when data is labeled based on gender, race, ethnicity, or religion stereotypes.”

**NEW QUESTION 30**

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 35**

How does AI which CRM help sales representatives better understand previous customer interactions?

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

**Answer: C**

**Explanation:**

“Providing call summaries is how AI with CRM helps sales representatives better understand previous customer interactions. Call summaries are a feature that uses natural language processing (NLP) to analyze voice conversations between sales representatives and customers and generate summaries or transcripts of the calls. Call summaries can help sales representatives better understand previous customer interactions by providing key information, insights, or action items from the calls.”

**NEW QUESTION 38**

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 43**

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 46**

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

- A. Use alternative assumptions.
- B. Import diverse training data.
- C. Include Proxy variables.

**Answer:** B

**Explanation:**

“Using diverse training data is what should be done to prevent bias from entering an AI system when training it. Diverse training data means that the data covers a wide range of features and patterns that are relevant for the AI task. Diverse training data can help prevent bias by ensuring that the AI system learns from a balanced and representative sample of the target population or domain. Diverse training data can also help improve the accuracy and generalization of the AI system by capturing more variations and scenarios in the data.”

**NEW QUESTION 50**

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 51**

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 53**

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 frequency asked questions

Which field of AI is most suitable for this scenario?

- A. Natural language processing
- B. Computer vision
- C. Predictive analytics

**Answer:** A

**Explanation:**

“Natural language processing is the field of AI that is most suitable for this scenario. Natural language processing (NLP) is a branch of AI that enables computers to understand and generate natural language, such as speech or text. NLP can be used to create conversational interfaces that can interact with users using natural language, such as chatbots. Chatbots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the user’s intent and context.”

**NEW QUESTION 55**

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 60**

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

- A. Training time
- B. Data privacy
- C. Model accuracy

**Answer:** C

**Explanation:**

“Model accuracy is a benefit of a diverse, balanced, and large dataset. A diverse dataset can capture a variety of features and patterns that are relevant for the AI task. A balanced dataset can avoid overfitting or underfitting the model to a specific subset of data. A large dataset can provide enough information for the model to learn from and generalize well to new data.”

**NEW QUESTION 62**

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 63**

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 68**

A consultant conducts a series of Consequence Scanning workshops to support testing diverse datasets.

Which Salesforce Trusted AI Principles is being practiced?

- A. Transparency
- B. Inclusivity
- C. Accountability

**Answer:** B

**Explanation:**

“Conducting a series of Consequence Scanning workshops to support testing diverse datasets is an action that practices Salesforce’s Trusted AI Principle of Inclusivity. Inclusivity is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Conducting Consequence Scanning workshops means engaging with various stakeholders to identify and assess the potential impacts and implications of AI systems on different groups or domains. Conducting Consequence Scanning workshops can help practice Inclusivity by ensuring that diverse datasets are used to test and evaluate AI systems.”

**NEW QUESTION 72**

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 76**

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 80**

A financial institution plans a campaign for preapproved credit cards? How should they implement Salesforce’s Trusted AI Principle of Transparency?

- A. Communicate how risk factors such as credit score can impact customer eligibility.
- B. Flag sensitive variables and their proxies to prevent discriminatory lending practices.
- C. Incorporate customer feedback into the model’s continuous training.

**Answer:** B

**Explanation:**

“Flagging sensitive variables and their proxies to prevent discriminatory lending practices is how they should implement Salesforce’s Trusted AI Principle of Transparency. Transparency is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with. Flagging sensitive variables and their proxies means identifying and marking variables that can potentially cause discrimination or unfair treatment based on a person’s identity or characteristics, such as age, gender, race, income, or credit score. Flagging sensitive variables and their proxies can help implement Transparency by allowing users to understand and evaluate the data used or generated by AI systems.”

**NEW QUESTION 81**

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 84**

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. Text
- B. Picklist
- C. Number

**Answer: B**

**Explanation:**

“A picklist field type should be used to ensure data quality for capturing an order’s destination country. A picklist field type allows the user to select one or more predefined values from a list. A picklist field type can ensure data quality by enforcing consistency, accuracy, and completeness of the data values.”

**NEW QUESTION 86**

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 88**

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 92**

A sales manager wants to improve their processes using AI in Salesforce? Which application of AI would be most beneficial?

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

**Answer: A**

**Explanation:**

“Lead scoring and opportunity forecasting are applications of AI that would be most beneficial for a sales manager who wants to improve their processes using AI in Salesforce. Lead scoring can help prioritize leads based on their likelihood to convert, while opportunity forecasting can help predict future sales or revenue based on historical data and trends. These applications of AI can help optimize sales processes by providing insights and recommendations that can increase sales efficiency and effectiveness.”

**NEW QUESTION 97**

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 101**

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

**Answer: B**

**Explanation:**

When data is scattered and not standardized, the key data quality element a developer should focus on is consistency. Consistency refers to the uniformity and standardization of data across different systems, which is crucial for integrating and analyzing data effectively, especially when developing AI models. Inconsistent data can lead to errors in analysis, poor AI model performance, and misleading insights. Salesforce provides tools and practices for ensuring data consistency, such as data integration and management solutions that help standardize and synchronize data across platforms. For more information on Salesforce data management, refer to the Salesforce data management tools at Salesforce Data Management.

**NEW QUESTION 105**

What can bias in AI algorithms in CRM lead to?

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

**Answer: C**

**Explanation:**

“Bias in AI algorithms in CRM can lead to ethical challenges in CRM systems. Bias means that AI algorithms favor or discriminate certain groups or outcomes based on irrelevant or unfair criteria. Bias can affect the fairness and ethics of CRM systems, as they may affect how customers are perceived, treated, or represented by AI algorithms. For example, bias can lead to ethical challenges in CRM systems if AI algorithms make inaccurate or harmful predictions or recommendations based on customers’ identity or characteristics.”

**NEW QUESTION 108**

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 110**

What is the most likely impact that high-quality data will have on customer relationships?

- A. Increased brand loyalty
- B. Higher customer acquisition costs
- C. Improved customer trust and satisfaction

**Answer: C**

**Explanation:**

“The most likely impact that high-quality data will have on customer relationships is improved customer trust and satisfaction. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve customer relationships by enabling AI systems to provide personalized and relevant products, services, or solutions that meet the customers’ expectations, needs, and interests. High-quality data can also improve customer trust and satisfaction by reducing errors, delays, or waste in customer interactions.”

**NEW QUESTION 115**

Which features of Einstein enhance sales efficiency and effectiveness?

- A. Opportunity List View, Lead List View, Account List view
- B. Opportunity Scoring, Opportunity List View, Opportunity Dashboard
- C. Opportunity Scoring, Lead Scoring, Account Insights

**Answer: C**

**Explanation:**

“Opportunity Scoring, Lead Scoring, Account Insights are features of Einstein that enhance sales efficiency and effectiveness. Opportunity Scoring and Lead Scoring use predictive models to assign scores to opportunities and leads based on their likelihood to close or convert. Account Insights use natural language processing (NLP) to provide relevant news and insights about accounts based on their industry, location, or events.”

**NEW QUESTION 119**

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 124**

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 129**

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

- A. High-quality data is essential for ensuring unbiased and for fair AI decisions, promoting ethical use, and preventing discrimi...
- 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 130**

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

**Answer:** B

**Explanation:**

“An explanation of the prediction’s rationale and a model card that describes how the model was created should be accessible on the Salesforce Platform following Salesforce’s Trusted AI Principle of Transparency. Transparency means that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with.”

**NEW QUESTION 135**

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 137**

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