Vendor: Salesforce

Exam Code:SALESFORCE-AI-ASSOCIATE

Exam Name: Salesforce Certified AI Associate

Version: Demo

QUESTION 1

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

Correct Answer: A

"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 Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task.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."

QUESTION 2

A sales manager wants to improve their processes using AI in Salesforce?

Which application of AI would be most beneficial?

A. Lead soring and opportunity forecasting

B. Sales dashboards and reporting

C. Data modeling and management

Correct Answer: A

"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."

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.

Correct Answer: B

"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."

QUESTION 4

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.

Correct Answer: B

"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 and Equality, Transparency and Explainability, Privacy and Security, Reliability and Safety, Inclusivity and Diversity, Empowerment and Education."

QUESTION 5

How does AI assist in lead qualification?

A. Scores leads based on customer data

B. Creates personalized SMS campaigns

C. Automatically interacts with prospects

Correct Answer: A

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.

QUESTION 6

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

Correct Answer: A

"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."

QUESTION 7

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

Correct Answer: C

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.

QUESTION 8

Cloud Kicks wants to ensure that multiple records for the same customer are removed in Salesforce.

Which feature should be used to accomplish this?

A. Duplicate management

B. Trigger deletion of old records

C. Standardized field names

Correct Answer: A

"Duplicate management should be used to remove multiple records for the same customer in Salesforce. Duplicate management is a feature that helps prevent and manage duplicate records in Salesforce. Duplicate management can help define matching rules, duplicate rules, and alert messages to detect and merge duplicate records."

QUESTION 9

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

Correct Answer: C

"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."

QUESTION 10

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

Correct Answer: B

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.

QUESTION 11

What are the key components of the data quality standard?

A. Naming, formatting, Monitoring

B. Accuracy, Completeness, Consistency

C. Reviewing, Updating, Archiving

Correct Answer: B

"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."

QUESTION 12

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

Correct Answer: C

"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."