

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

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

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 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 is testing a new AI model.

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

- 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 6

Which best describes the difference between predictive AI and generative AI?

- A. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI does not use machine learning to generate its output.
- B. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine learning to generate new and original output for a given input.
- C. Predictive AI and generative AI have the same capabilities but differ in the type of input they receive; predictive AI receives raw data whereas generative AI receives natural language.

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 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 to use AI to help customers 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 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 10

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 13

Which data does Salesforce automatically exclude from marketing Cloud Einstein engagement model training to mitigate bias and ethic...

- A. Geographic
- B. Geographic
- C. Cryptographic

Answer: B

Explanation:

"Demographic data is the data that Salesforce automatically excludes from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns. 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. Salesforce excludes demographic data from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns by ensuring that the models are based on behavioral data rather than personal data."

NEW QUESTION 16

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

- A. Leads to more 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 18

Cloud Kicks wants to optimize its business operations by incorporating AI into its CRM. What should the company do first to prepare its data for use with AI?

- A. Remove biased data.
- B. Determine data availability.
- C. Determine data outcomes.

Answer: B

Explanation:

Before using AI to optimize business operations, the company should first assess the availability and quality of its data. Data is the fuel for AI, and without sufficient and relevant data, AI cannot produce accurate and reliable results. Therefore, the company should identify what data it has, where it is stored, how it is accessed, and how it is maintained. This will help the company understand the feasibility and scope of its AI projects.

NEW QUESTION 21

A sales manager is looking to enhance the quality of lead data in their CRM system. Which process will most likely help the team accomplish this goal?

- A. Redesign the lead conversion process,
- B. Review and update missing lead information.
- C. Prioritize active leads quarterly.

Answer: B

Explanation:

To enhance the quality of lead data in their CRM system, the most effective process is to review and update missing lead information. This process involves identifying incomplete records and filling in missing details, which can significantly improve the accuracy and usefulness of lead data. Accurate and complete lead information is crucial for effective lead scoring, prioritization, and follow-up, enhancing overall sales performance. Salesforce CRM offers data quality tools and features that assist in regularly reviewing and maintaining the accuracy of lead data. Information on managing lead data quality in Salesforce can be found at

Salesforce Lead Management.

NEW QUESTION 26

Cloud Kicks wants to use AI to enhance its sales processes and customer support. Which capacity should they use?

- A. Dashboard of Current Leads and Cases
- B. Sales path and Automaton Case Escalations
- C. Einstein Lead Scoring and Case Classification

Answer: C

Explanation:

“Einstein Lead Scoring and Case Classification are the capabilities that Cloud Kicks should use to enhance its sales processes and customer support. Einstein Lead Scoring and Case Classification are features that use AI to optimize sales and service processes by providing insights and recommendations based on data. Einstein Lead Scoring can help prioritize leads based on their likelihood to convert, while Einstein Case Classification can help categorize and route cases based on their attributes.”

NEW QUESTION 28

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 30

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 33

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 36

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 41

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 44

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 49

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 52

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 ipn 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 57

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 59

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