



# Salesforce

## Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

#### NEW QUESTION 1

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 2

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

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

**Answer:** A

#### Explanation:

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

#### NEW QUESTION 3

What is the role of Salesforce Trust AI principles in the context of CRM system?

- A. Guiding ethical and responsible use of AI
- B. Providing a framework for AI data model accuracy
- C. Outlining the technical specifications for AI integration

**Answer:** A

#### Explanation:

"The role of Salesforce Trust AI principles in the context of CRM systems is guiding ethical and responsible use of AI. Salesforce Trust 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. The principles aim to ensure that AI systems are aligned with the values and interests of customers, partners, and society."

#### 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 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 6

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

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

**Answer:** A

#### Explanation:

"The difference between predictive AI and generative AI is that predictive AI analyzes existing data to make predictions or recommendations based on patterns or trends, while generative AI creates new content based on existing data or inputs. Predictive AI is a type of AI that uses machine learning techniques to learn from existing data and make predictions or recommendations based on the data. For example, predictive AI can be used to forecast sales, revenue, or demand based on historical data and trends. Generative AI is a type of AI that uses machine learning techniques to generate novel content such as images, text, music, or video based on existing data or inputs. For example, generative AI can be used to create realistic faces, write summaries, compose songs, or produce videos."

#### NEW QUESTION 7

What is the main focus of the Accountability principle in Salesforce's Trusted AI Principles?

- A. Safeguarding fundamental human rights and protecting sensitive data
- B. Taking responsibility for one's actions toward customers, partners, and society
- C. Ensuring transparency In AI-driven recommendations and predictions

**Answer:** B

#### Explanation:

"The main focus of the Accountability principle in Salesforce's Trusted AI Principles is taking responsibility for one's actions toward customers, partners, and society. Accountability means that AI systems should be designed and developed with respect for the impact and consequences of their actions on others. Accountability also means that AI developers and users should be aware of and adhere to the ethical, legal, and regulatory standards and expectations of their industry and domain."

#### 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

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 10

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 10

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 15

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

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

**Answer: B**

#### Explanation:

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

#### NEW QUESTION 18

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 19

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

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

**Answer: B**

#### Explanation:

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

#### NEW QUESTION 24

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 25

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 process<sup>1</sup>. 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 27

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 32

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 33

A business analyst (BA) wants to improve business by enhancing their sales processes and customer..  
Which AI application should the BA use to meet their needs?

- A. Sales data cleansing and customer support data governance
- B. Machine learning models and chatbot predictions
- C. Lead scoring, opportunity forecasting, and case classification

**Answer:** C

#### Explanation:

“Lead scoring, opportunity forecasting, and case classification are AI applications that can help a business analyst improve their sales processes and customer support. Lead scoring can help prioritize leads based on their likelihood to convert, opportunity forecasting can help predict future sales or revenue based on historical data and trends, and case classification can help categorize and route cases based on their attributes.”

#### NEW QUESTION 35

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 38**

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 43**

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 46**

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 49**

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

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

**Answer: A**

**Explanation:**

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

**NEW QUESTION 53**

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 58**

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 62**

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 67**

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 70**

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 74**

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 78

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 79

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 84

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 85

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 89

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 91

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 92

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 97

How does data quality impact the trustworthiness of AI-driven decisions?

- A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.
- B. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.
- C. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.

**Answer: B**

#### Explanation:

“High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems.”

#### NEW QUESTION 99

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 102**

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 106**

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 109**

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 110**

What is the rile of data quality in achieving AI business Objectives?

- A. Data quality is unnecessary because AI can work with all data types.
- B. Data quality is required to create accurate AI data insights.
- C. Data quality is important for maintain Ai data storage limits

**Answer:** B

**Explanation:**

“Data quality is required to create accurate AI data insights. 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 quality can also affect the accuracy and validity of AI data insights, as they reflect the quality of the data used or generated by AI systems.”

**NEW QUESTION 115**

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 117

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 122

Cloud Kicks wants to improve the quality of its AI model's predictions with the use of a large amount of data.

Which data quality element should the company focus on?

- A. Accuracy
- B. Location
- C. Volume

**Answer:** A

#### Explanation:

To improve the quality of AI model predictions, Cloud Kicks should focus on the accuracy of the data. Accurate data ensures that the insights and predictions generated by AI models are reliable and valid. Data accuracy involves correcting errors, filling missing values, and verifying data sources to enhance the quality of information fed into the AI systems. Focusing on data accuracy helps in minimizing prediction errors and enhances the decision-making process based on AI insights. For more details on the importance of data quality in AI models, Salesforce provides extensive guidance in their documentation, which can be found at Data Quality and AI.

#### NEW QUESTION 126

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