Salesforce

Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

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NEW QUESTION 1
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 2
Cloud Kicks wants to implement AI features on its 5aiesforce Platform but has concerns about potential ethical and privacy challenges.
What should they consider doing to minimize potential AI bias?

A. Integrate AI models that auto-correct biased data.
B. Implement Salesforce's Trusted AI Principles.
C. Use demographic data to identify minority groups.

Answer: B

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

NEW QUESTION 3
Which 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 4
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 PREMIUM Salesforce AI Technologies.

NEW QUESTION 5
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 6
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 7
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 8
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 9
What Is a benefit of data quality and transparency as it pertains to bias in generated AI?

A. Chances of bias and mitigated
B. Chances of bias are aggravated
C. Chances of bias are remove

Answer: A

Explanation:
A benefit of data quality and transparency as it pertains to bias in generated AI is that the chances of bias are mitigated. High data quality ensures that AI models are trained on accurate and representative data, reducing the risk of biased outcomes. Transparency in AI processes helps stakeholders understand how decisions are made, allowing for the identification and correction of potential biases. Together, these practices contribute to the development of fairer and more accountable AI systems. Salesforce highlights the importance of these principles in its AI practices, particularly through its ethical AI framework, which advocates for fairness and accountability. More on Salesforce's commitment to promoting unbiased AI can be found in their AI ethics guidelines at Salesforce AI Ethics.

NEW QUESTION 10
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 10
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 15
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 19
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 21
What is machine learning?

A. AI that can grow its intelligence
B. AI that creates new content
C. A data model used in Salesforce

Answer: C

Explanation:
 "A data model is a machine learning feature used in Salesforce. A data model is a representation or abstraction of a real-world phenomenon or process using data structures and algorithms. A data model can be used to describe, analyze, or predict various aspects of the phenomenon or process using machine learning techniques."

NEW QUESTION 25
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 27
What is a sensitive variable that car esc to bias?

A. Education level
B. Country
C. Gender

Answer: C

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

NEW QUESTION 32
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 36
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 38
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 43
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 47
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