

Salesforce

Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)



NEW QUESTION 1

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 2

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 3

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 4

Cloud Kicks learns of complaints from customers who are receiving too many sales calls and emails.

Which data quality dimension should be assessed to reduce these communication Inefficiencies?

- A. Duplication
- B. Usage
- C. Consent

Answer: A

Explanation:

"Duplication is the data quality dimension that should be assessed to reduce communication inefficiencies. Duplication means that the data contains multiple copies or instances of the same record or value. Duplication can cause confusion, errors, or waste in data analysis and processing. For example, duplication can lead to communication inefficiencies if customers receive multiple calls or emails from different sources for the same purpose."

NEW QUESTION 5

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 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

What are predictive analytics, machine learning, natural language processing (NLP), and computer vision?

- A. Different types of data models used in Salesforce
- B. Different types of automation tools used in Salesforce
- C. Different types of AI that can be applied in Salesforce

Answer: C

Explanation:

Predictive analytics, machine learning, natural language processing (NLP), and computer vision are all types of artificial intelligence technologies that can be applied in Salesforce to enhance various aspects of business operations and customer interactions. Predictive analytics uses historical data to make predictions about future events. Machine learning involves algorithms that can learn from and make decisions based on data. NLP is concerned with the interactions between computers and humans using natural language, and computer vision interprets and processes visual information from the world to make sense of it in the way humans do. Salesforce harnesses these AI technologies, particularly through its Einstein platform, to provide powerful tools that help businesses automate tasks, make better decisions, and offer more personalized services. For more on how Salesforce utilizes these AI technologies, you can explore the Einstein AI services documentation at [Salesforce Einstein](#).

NEW QUESTION 8

What is an example of ethical debt?

- A. Violating a data privacy law and failing 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 9

Which AI tool is a web of connections, guided by weights and biases?

- A. Neural networks
- B. Predictive Analytics
- C. Rules-based systems
- D. Mark this item for later review,

Answer: A

Explanation:

Neural networks are a key AI tool designed as a web of interconnected nodes, similar to the human brain's structure. Each connection, or synapse, in a neural network is guided by weights and biases that are adjusted during the learning process. These weights and biases determine the strength and influence of one node over another, facilitating complex pattern recognition and decision-making processes. Neural networks are extensively used in machine learning for tasks like image and speech recognition, among others. For more on neural networks in the context of Salesforce AI, see the Salesforce AI documentation on Neural Networks.

NEW QUESTION 10

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

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

Answer: C

Explanation:

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

NEW QUESTION 10

What should organizations do to ensure data quality for their AI initiatives?

- A. Collect and curate high-quality data from reliable sources.
- B. Rely on AI algorithms to automatically handle data quality issues.
- C. Prioritize model fine-tuning over data quality improvements.

Answer: A

Explanation:

“Organizations should collect and curate high-quality data from reliable sources to ensure data quality for their AI initiatives. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. Reliable sources mean that the data is trustworthy, credible, and authoritative. Collecting and curating high-quality data from reliable sources can improve the performance and reliability of AI systems.”

NEW QUESTION 12

Cloud Kicks' latest email campaign is struggling to attract new customers. How can AI increase the company's customer email engagement?

- A. Create personalized emails
- B. Resend emails to inactive recipients
- C. Remove invalid email addresses

Answer: A

Explanation:

AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio.

NEW QUESTION 13

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 14

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 18

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 21

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 22

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 24

What are the three commonly used examples of AI in CRM?

- A. Predictive scoring, reporting, Image classification
- B. Predictive scoring, forecasting, recommendations
- C. Einstein Bots, face recognition, recommendations

Answer: B

Explanation:

“Predictive scoring, forecasting, and recommendations are three commonly used examples of AI in CRM. Predictive scoring can help prioritize leads, opportunities, and customers based on their likelihood to convert, churn, or buy. Forecasting can help predict future sales, revenue, or demand based on historical data and trends. Recommendations can help suggest the best products, services, or actions for each customer based on their preferences, behavior, and needs.”

NEW QUESTION 29

What is a societal implication of excluding ethics in AI development?

- A. Faster and cheaper development
- B. More innovation and creativity
- C. Harm to marginalized communities

Answer: C

Explanation:

Excluding ethics in AI development can lead to societal implications such as harm to marginalized communities. When ethical considerations are not integrated into AI development, the resulting technologies may perpetuate or amplify biases, leading to unfair treatment or discrimination against certain groups. This can reinforce existing social inequalities and prevent these communities from benefiting equally from the advancements in AI technology. Salesforce is committed to responsible AI development and emphasizes the importance of ethical considerations in their development practices to prevent such outcomes. Details on Salesforce’s approach to ethical AI and its importance can be found at Salesforce Ethical AI.

NEW QUESTION 33

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 38

The Cloud technical team is assessing the effectiveness of their AI development processes?

Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solution?

- A. Ethical AI Prediction Maturity Model
- B. Ethical AI Process Maturity Model
- C. Ethical AI practice Maturity Model

Answer: B

Explanation:

“The Ethical AI Process Maturity Model is the established Salesforce Ethical Maturity Model that the Cloud technical team should use to guide the development of trusted AI solutions. The Ethical AI Process Maturity Model is a framework that helps assess and improve the ethical and responsible practices and processes involved in developing and deploying AI systems. The Ethical AI Process Maturity Model consists of five levels of maturity: Ad Hoc, Aware, Defined, Managed, and Optimized. The Ethical AI Process Maturity Model can help guide the development of trusted AI solutions by providing a roadmap and best practices for achieving higher levels of ethical maturity.”

NEW QUESTION 39

What is a potential source of bias in training data for AI models?

- A. The data is collected in area time from sources systems.
- B. The data is skewed toward is particular demographic or source.
- C. The data is collected from a diverse range of sources and demographics.

Answer: B

Explanation:

“A potential source of bias in training data for AI models is that the data is skewed toward a particular demographic or source. Skewed data means that the data is not balanced or representative of the target population or domain. Skewed data can introduce or exacerbate bias in AI models, as they may overfit or underfit the model to a specific subset of data. For example, skewed data can lead to bias if the data is collected from a limited or biased demographic or source, such as a certain age group, gender, race, location, or platform.”

NEW QUESTION 40

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