Salesforce

Exam Questions Salesforce-AI-Associate

Salesforce Certified AI Associate Exam (SU23)

NEW QUESTION 1
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 2
Which statement exemplifies Salesforces honesty guideline when training AI models?

A. Minimize the AI models carbon footprint and environment impact during training.
B. Ensure appropriate consent and transparency when using AI-generated responses.
C. Control bias, toxicity, and harmful content with embedded guardrails and guidance.

Answer: B

Explanation:
 "Ensuring appropriate consent and transparency when using AI-generated responses is a statement that exemplifies Salesforce's honesty guideline when training AI models. Salesforce's honesty guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for honesty and integrity in how they work and what they produce. Ensuring appropriate consent and transparency means respecting and honoring the choices and preferences of users regarding how their data is used or generated by AI systems. Ensuring appropriate consent and transparency also means providing clear and accurate information and documentation about the AI systems and their outputs."

NEW QUESTION 3
What is a potential outcome of using poor-quality data in AI application?

A. AI model training becomes slower and less efficient
B. AI models may produce biased or erroneous results.
C. AI models become more interpretable

Answer: B

Explanation:
 "A potential outcome of using poor-quality data in AI applications is that AI models may produce biased or erroneous results. Poor-quality data means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor-quality data 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. Poor-quality data can also introduce or exacerbate biases or errors in AI models, such as human bias, societal bias, confirmation bias, or overfitting or underfitting."

NEW QUESTION 4
What is the key difference between generative and predictive AI?

A. Generative AI creates new content based on existing data and predictive AI analyzes existing data.
B. Generative AI finds content similar to existing data and predictive AI analyzes existing data.
C. Generative AI analyzes existing data and predictive AI creates new content based on existing data.

Answer: A

Explanation:
 "The key difference between generative and predictive AI is that generative AI creates new content based on existing data and predictive AI analyzes existing data. Generative AI is a type of AI that can generate novel content such as images, text, music, or video based on existing data or inputs. Predictive AI is a type of AI that can analyze existing data or inputs and make predictions or recommendations based on patterns or trends."

NEW QUESTION 5
Which action introduces bias in the training data used for AI algorithms?

A. Using a large dataset that is computationally expensive
B. Using a dataset that represents diverse perspectives and populations
C. Using a dataset that underrepresents perspectives and populations

Answer: C

Explanation:
 Introducing bias in training data for AI algorithms occurs when the dataset used underrepresents certain perspectives and populations. This type of bias can skew AI predictions, making the system less fair and accurate. For example, if a dataset predominantly contains information from one demographic group, the AI's performance may not generalize well to other groups, leading to biased or unfair outcomes. Salesforce discusses the impact of biased training data and ways to mitigate this in their AI ethics guidelines, which can be explored further in the Salesforce AI documentation on Responsible Creation of AI.

NEW QUESTION 6
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 7
Cloud Kicks wants to ensure that multiple records for the same customer are removed in Salesforce.
Which feature should be used to accomplish this?

A. Duplicate management
B. Trigger deletion of old records
C. Standardized field names

Answer: A

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

NEW QUESTION 8
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 9
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 10
An administrator at Cloud Kicks wants to ensure that a field is set up on the customer record so their preferred name can be captured.
Which Salesforce field type should the administrator use to accomplish this?

A. Multi-Select Picklist
B. Text
C. Rich Text Area

Answer: B

Explanation:
 "A text field type should be used to capture the customer's preferred name. A text field type allows the user to enter any combination of letters, numbers, or symbols. A text field type can be used to store names, addresses, phone numbers, or other personal information."

NEW QUESTION 10
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 process1. 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 11
Which type of AI can enhance customer service agents' email responses by analyzing the written content of previous emails?

A. Natural language processing
B. Machine learning
C. Deep learning

Answer: A

Explanation:
Natural language processing (NLP) is the type of AI that can enhance customer service agents' email responses by analyzing the written content of previous emails. NLP technologies interpret and generate human language, allowing AI systems to understand, respond to, and even anticipate customer needs based on email interactions. This capability helps in crafting more relevant, accurate, and personalized email responses, improving customer service quality. Salesforce utilizes NLP in its Einstein AI platform to augment various customer service functions. More about Salesforce Einstein's NLP capabilities can be found on the Salesforce Einstein page at Salesforce Einstein NLP.

NEW QUESTION 15
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 19
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 20
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 25
What are some of the ethical challenges associated with AI development?

A. Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes
B. Implicit transparency of AI systems, which makes It easy for users to understand andtrust their decisions
C. Inherent neutrality of AI systems, which eliminates any potential for human bias in decision-making

Answer: A

Explanation:
 "Some of the ethical challenges associated with AI development are the potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes. Human bias can arise from the data used to train the models, the design choices made by the developers, or the interpretation of the results by the users. Lack of transparency can make it difficult to understand how and why AI systems make certain decisions, which can affect trust, accountability, and fairness."

NEW QUESTION 29
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 33
What is the best method to safeguard customer data privacy?

A. Automatically anonymize all customer data.
B. Track customer data consent preferences.
C. Archive customer data on a recurring schedule.

Answer: B

Explanation:
 "Tracking customer data consent preferences is the best method to safeguard customer data privacy. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Tracking customer data consent preferences means respecting and honoring the choices and preferences of customers regarding their personal data. Tracking customer data consent preferences can help ensure compliance with data privacy laws and regulations, as well as build trust and loyalty with customers."

NEW QUESTION 37
Cloud Kicks wants to use Einstein Prediction Builder to determine a customer's likelihood of buying specific products; however, data quality is a…
How can data quality be assessed quality?

A. Build a Data Management Strategy.
B. Build reports to expire the data quality.
C. Leverage data quality apps from AppExchange

Answer: C

Explanation:
 "Leveraging data quality apps from AppExchange is how data quality can be assessed. 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. Leveraging data quality apps from AppExchange means using third-party applications or solutions that can help measure, monitor, or improve data quality in Salesforce."

NEW QUESTION 42
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 47
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 49
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 54
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 59
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 63
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 67
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 72
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 73
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 76
Cloud Kicks wants to develop a solution to predict customers product interests based on historical data. The company found that employees from one region use a text field to capture the product category, while employees from all other locations use a plckllst.
Which data quality dimension is affected in this scenario?

A. Completeness
B. Accuracy
C. Consistency

Answer: C

Explanation:
 "Consistency is the data quality dimension 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 81
A Salesforce administrator creates a new field to capture an order's destination country. Which field type should they use to ensure data quality?

A. Text
B. Picklist
C. Number

Answer: B

Explanation:
 "A picklist field type should be used to ensure data quality for capturing an order's destination country. A picklist field type allows the user to select one or more

predefined values from a list. A picklist field type can ensure data quality by enforcing consistency, accuracy, and completeness of the data values."

NEW QUESTION 85
How does the "right of least privilege" reduce the risk of handling sensitive personal data?

A. By limiting how many people have access to data
B. By reducing how many attributes are collected
C. By applying data retention policies

Answer: A

Explanation:
 "The "right of least privilege" reduces the risk of handling sensitive personal data by limiting how many people have access to data. The "right of least privilege" is a security principle that states that each user or system should have the minimum level of access or privilege necessary to perform their tasks or functions. The "right of least privilege" can help protect sensitive personal data from unauthorized access, misuse, or leakage."

NEW QUESTION 90
Cloud Kicks wants to use an AI mode to predict the demand for shoes using historical data on sales and regional characteristics.
What is an essential data quality dimension to achieve this goal?

A. Reliability
B. Volume
C. Age

Answer: A

Explanation:
 "Reliability is an essential data quality dimension to achieve the goal of predicting the demand for shoes using historical data on sales and regional characteristics. Reliability means that the data values are trustworthy, credible, and authoritative for the AI task. Reliable data can improve the accuracy and confidence of AI predictions, as they reflect the true state or condition of the target population or domain. For example, reliable data can help predict the demand for shoes by using verified and validated sales and regional data."

NEW QUESTION 91
What is the significance of explainability of trusted AI systems?

A. Increases the complexity of AI models
B. Enhances the security and accuracy of AI models
C. Describes how AI models make decisions

Answer: C

Explanation:
 The significance of the explainability of trusted AI systems is that it describes how AI models make decisions. Explainability is crucial for building trust and accountability in AI systems, ensuring that users and stakeholders understand the decision-making processes and outcomes generated by AI. This is particularly important in scenarios where AI decisions impact personal or financial status, such as in credit scoring or healthcare diagnostics. Salesforce emphasizes the importance of explainable AI through its ethical AI practices, aiming to make AI systems more transparent and understandable. More details about Salesforce's approach to ethical and explainable AI can be found in Salesforce AI ethics resources at Salesforce AI Ethics.

NEW QUESTION 93
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 96
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 101
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 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 110
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 115
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 119
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