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Salesforce Certified AI Specialist Exam Sample Questions (Q43-Q48):

NEW QUESTION # 43

Based on the user utterance, "Show me all the customers in New York", which standard Einstein Copilot action will the planner service use?

- A. Query Records
- B. Select Records
- C. Fetch Records

Answer: A

Explanation:

The standard Einstein Copilot action that would be used in response to the user utterance, "Show me all the customers in New York,"

isQuery Records. This action is responsible for retrieving a set of records from Salesforce based on a specified condition - in this case, filtering customers by location (New York).

* Query Records is the action that fetches relevant data based on the criteria provided in the user's input.

* Select Records is more about picking specific records from an already presented list.

* Fetch Records is not a standard term used in this context for the action.

Refer to Einstein Copilot documentation on how Copilot actions work with natural language queries and data retrieval.

NEW QUESTION # 44

Universal Containers (UC) is implementing generative AI and wants to leverage a prompt template to provide responses to customers that gives personalized product recommendations to website visitors based on their browsing history.

Which initial step should UC take to ensure the chatbot can deliver accurate recommendations?

- A. Write a response script for the chatbot.
- B. Design universal product recommendations.
- C. Collect and analyze browsing data.

Answer: C

Explanation:

To enable personalized product recommendations using generative AI, the foundational step for Universal Containers (UC) is collecting and analyzing browsing data (Option C). Personalized recommendations depend on understanding user behavior, which requires structured data about their browsing history. Without this data, the AI model lacks the context needed to generate relevant suggestions.

* Data Collection: UC must first aggregate browsing data (e.g., pages visited, products viewed, session duration) to build a dataset that reflects user preferences.

* Data Analysis: Analyzing this data identifies patterns (e.g., frequently viewed categories) that inform how prompts should be structured to retrieve relevant recommendations.

* Grounding in Data: Salesforce's Prompt Templates rely on grounding data to generate accurate outputs. Without analyzing browsing data, the prompt template cannot reference meaningful insights for personalization.

Options A and D are incorrect because:

* Universal recommendations (A) ignore personalization, which is the core requirement.

* Writing a response script (D) addresses chatbot interaction design, not the accuracy of recommendations.

References:

* Salesforce AI Specialist Certification Guide: Highlights the importance of grounding prompts in relevant data sources to ensure accuracy.

* Trailhead Module: "Einstein for Developers" emphasizes data preparation as a prerequisite for effective AI-driven personalization.

* Salesforce Help Documentation: Recommends analyzing user behavior data to tailor generative AI outputs in commerce use cases.

NEW QUESTION # 45

Which mechanism within the Einstein Trust Layer helps to ensure that personal data is handled in compliance with data protection regulations like GDPR?

- A. Toxicity Scoring
- B. Data Masking
- C. Prompt Defense

Answer: B

NEW QUESTION # 46

Universal Containers is rolling out a new generative AI initiative.

Which Prompt Builder limitations should the AI Specialist be aware of?

- A. Custom objects are supported only for Flex template types.
- B. Creations or updates to the prompt templates are not recorded in the Setup Audit Trail.
- C. Rich text area fields are only supported in Flex template types.

Answer: A

Explanation:

The Prompt Builder in Salesforce has some specific limitations, one of which is that custom objects are supported only for Flex template types. This means that users must rely on Flex templates to integrate custom objects into their prompts.

* Option A: While rich text area fields have certain restrictions, this does not pertain to the core limitation of integrating custom objects.

* Option B: Updates and creations for prompt templates are indeed recorded in the Setup Audit Trail, so this statement is incorrect.

* Option C: This is the correct answer as it reflects a documented limitation of the Prompt Builder.

NEW QUESTION # 47

An AI Specialist implements Einstein Sales Emails for a sales team. The team wants to send personalized follow-up emails to leads based on their interactions and data stored in Salesforce. The AI Specialist needs to configure the system to use the most accurate and up-to-date information for email generation.

Which grounding technique should the AI Specialist use?

- A. Ground with Record Merge Fields
- B. Ground with Apex Merge Fields
- C. Automatic grounding using Draft with Einstein feature

Answer: C

Explanation:

For Einstein Sales Emails to generate personalized follow-up emails, it is crucial to ground the email content with the most up-to-date and accurate information. Grounding refers to connecting the AI model with real-time data. The most appropriate technique in this case is Ground with Record Merge Fields. This method ensures that the content in the emails pulls dynamic and accurate data directly from Salesforce records, such as lead or contact information, ensuring the follow-up is relevant and customized based on the specific record.

* Record Merge Fields ensure the generated emails are highly personalized using data like lead name, company, or other Salesforce fields directly from the records.

* Apex Merge Fields are typically more suited for advanced, custom logic-driven scenarios but are not the most straightforward for this use case.

* Automatic grounding using Draft with Einstein is a different feature where Einstein automatically drafts the email, but it does not specifically ground the content with record-specific data like Record Merge Fields.

References:

* Salesforce Einstein Sales Emails Documentation: https://help.salesforce.com/s/articleView?id=release-notes.m_einstein_sales_emails.htm

NEW QUESTION # 48

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