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## Salesforce Salesforce-AI-Specialist 考試大綱：

主題	簡介
主題 1	<ul style="list-style-type: none"><li>Generative AI in CRM Applications: This part of the exam assesses AI specialists' knowledge of generative AI within CRM systems. It covers the use of generative AI features in Einstein for Sales and Einstein for Service.</li></ul>
主題 2	<ul style="list-style-type: none"><li>Prompt Builder: This section evaluates the expertise of AI specialists working with Salesforce's AI tools. It focuses on the Prompt Builder feature, requiring candidates to understand its usage based on business needs.</li></ul>
主題 3	<ul style="list-style-type: none"><li>Model Builder: This portion of the exam focuses on Salesforce AI specialists' expertise in working with AI models within Salesforce environments. Candidates will need to demonstrate knowledge of when to use the Model Builder and how to configure standard, custom, or Bring Your Own Large Language Model (BYOLLM) generative models to meet business needs.</li></ul>
主題 4	<ul style="list-style-type: none"><li>Einstein Trust Layer: This section evaluates the skills of Salesforce AI specialists responsible for implementing security protocols and safeguarding data privacy. It emphasizes the security, privacy, and foundational features of the Einstein Trust Layer.</li></ul>
主題 5	<ul style="list-style-type: none"><li>Agentforce Tools: In this topic, AI specialists get knowledge using agents when it is appropriate. Moreover, the topic explains the working of agents and reasoning engine powers Agentforce. Lastly, the topic focuses on managing and monitoring agent adoption.</li></ul>

## Salesforce-AI-Specialist權威考題 & Salesforce-AI-Specialist熱門認證

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### 最新的 AI Associate Salesforce-AI-Specialist 免費考試真題 (Q33-Q38):

#### 問題 #33

Universal Containers (UC) wants to create a new Sales Email prompt template in Prompt Builder using the "Save As" function. However, UC notices that the new template produces different results compared to the standard Sales Email prompt due to missing hyperparameters.

What should UC do to ensure the new prompt template produces results comparable to the standard Sales Email prompts?

- A. Use Model Playground to create a model configuration with the specified parameters.
- **B. Manually add the hyperparameters to the new template.**
- C. Revert to using the standard template without modifications.

答案： B

#### 解題說明：

When Universal Containers creates a new Sales Email prompt template using the "Save As" function, missing hyperparameters can result in different outputs. To ensure the new prompt produces comparable results to the standard Sales Email prompt, the AI Specialist should manually add the necessary hyperparameters to the new template.

\* Hyperparameters like Temperature, Frequency Penalty, and Presence Penalty directly affect how the AI generates responses. Ensuring that these are consistent with the standard template will result in similar outputs.

\* Option A (Model Playground) is not necessary here, as it focuses on fine-tuning models, not adjusting templates directly.

\* Option C (Reverting to the standard template) does not solve the issue of customizing the prompt template.

For more information, refer to Prompt Builder documentation on configuring hyperparameters in custom templates.

#### 問題 #34

Universal Containers (UC) recently rolled out Einstein Generative capabilities and has created a custom prompt to summarize case records. Users have reported that the case summaries generated are not returning the appropriate information.

What is a possible explanation for the poor prompt performance?

- A. The Einstein Trust Layer is incorrectly configured.
- B. The prompt template version is incompatible with the chosen LLM.
- **C. The data being used for grounding is incorrect or incomplete.**

答案： C

#### 解題說明：

Poor prompt performance when generating case summaries is often due to the data used for grounding being incorrect or incomplete. Grounding involves feeding accurate, relevant data to the AI so it can generate appropriate outputs. If the data source is incomplete or contains errors, the generated summaries will reflect that by being inaccurate or insufficient.

\* Option B (prompt template incompatibility with the LLM) is unlikely because such incompatibility usually results in more technical failures, not poor content quality.

\* Option C (Einstein Trust Layer misconfiguration) is focused on data security and auditing, not the quality of prompt responses.

For more information, refer to Salesforce documentation on grounding AI models and data quality best practices.

#### 問題 #35

The AI Specialist of Northern Trail Outfitters reviewed the organization's data masking settings within the Configure Data Masking menu within Setup. Upon assessing all of the fields, a few additional fields were deemed sensitive and have been masked within Einstein's Trust Layer.

Which steps should the AI Specialist take upon modifying the masked fields?

- A. Turn on Einstein Feedback so that end users can report if there are any negative side effects on AI features.

- B. Test and confirm that the responses generated from prompts that utilize the data and masked data do not adversely affect the quality of the generated response
- C. Turn off the Einstein Trust Layer and turn it on again.

答案： B

解題說明：

After modifying masked fields in Einstein's Trust Layer, the next important step is to test and confirm that the responses generated by prompts utilizing the newly masked data still meet quality standards. This ensures that masking sensitive information does not negatively impact the usefulness or accuracy of the AI-generated content. Thorough testing helps identify any issues in prompt performance that could arise due to masking, and adjustments can be made if needed.

Option B is correct because testing the effects of masking on AI responses is a critical step in ensuring AI continues to function as expected.

Option A (turning off and on the Einstein Trust Layer) is unnecessary after changing the masked fields.

Option C (turning on Einstein Feedback) allows for user feedback but is not a direct step following field masking modifications.

Reference:

Salesforce Einstein Trust Layer Overview: [https://help.salesforce.com/s/articleView?id=sf.einstein\\_trust\\_layer.htm](https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer.htm)

### 問題 #36

Universal Containers (UC) wants to improve the productivity of its sales team with generative AI technology.

However, UC is concerned that public AI virtual assistants lack adequate company data to general useful responses.

Which solution should UC consider?

- A. Build AI model with Einstein discovery and deploy to sales users.
- B. fine-tune the Einstein AI model with CBM data.
- C. Enable Agentforce and deploy to sales users.

答案： B

解題說明：

\* Context of the Question: Universal Containers (UC) wants to harness generative AI to boost sales productivity. They are wary of public AI virtual assistants (like generic chatbots) that lack sufficient UC-specific data to generate useful business responses.

\* Why Fine-Tune an Einstein AI Model with CRM Data?

\* Company-Specific Relevance: By fine-tuning Einstein AI with UC's CRM data (accounts, opportunities, products, and historical interactions), the model learns the enterprise-specific context. This ensures that the generative outputs are accurate and tailored to UC's sales scenarios.

\* Security and Compliance: Using Salesforce Einstein within the Salesforce ecosystem keeps data under UC's control, aligning with trust, security, and compliance requirements.

\* Better Predictions: Einstein AI can produce more relevant insights (e.g., recommended next steps, content suggestions, or AI-generated email responses) when it has been trained on real, high-quality internal data.

\* Why Not Build an AI Model with Einstein Discovery (Option B)?

\* Einstein Discovery Use Case: Einstein Discovery is best suited for predictive and prescriptive analytics (e.g., analyzing large data sets for patterns, scoring leads, or predicting churn). While it provides advanced analytics, it is not primarily designed for generative text-based interactions for end-user consumption in a conversational format.

\* Why Not Enable Agentforce (Option C)?

\* Agentforce Overview: "Agentforce" (sometimes referencing a pilot or non-mainstream name) typically focuses on interactive help or workforce collaboration. It does not inherently solve the problem of large-scale generative AI using internal CRM data. Moreover, you still need a robust generative engine fine-tuned on company data.

\* Outcome: Fine-tuning the Einstein AI model with UC's CRM data (Answer A) is the most direct, Salesforce-native solution to provide generative AI responses that are aligned with UC's context, driving productivity gains and ensuring data privacy.

Salesforce AI Specialist References & Documents

\* Salesforce Official: Einstein GPT Overview

\* Discusses how Einstein GPT can be fine-tuned with specific CRM data to deliver contextually relevant, generative AI responses.

\* Salesforce Trailhead: Get Started with Salesforce Einstein

\* Explains the fundamentals of AI within the Salesforce platform, including training and optimizing Einstein models.

\* Salesforce Documentation: Einstein Discovery

\* Details how Einstein Discovery is primarily used for advanced analytics and predictions, not direct generative text solutions.

\* Salesforce AI Specialist Study Guide

\* Provides the official outline of Einstein AI capabilities, referencing how to configure and fine-tune models for specialized enterprise use cases.

### 問題 #37

Universal Containers (UC) has recently received an increased number of support cases. As a result, UC has hired more customer support reps and has started to assign some of the ongoing cases to newer reps.

Which generative AI solution should the new support reps use to understand the details of a case without reading through each case comment?

- A. Einstein Work Summaries
- B. Einstein Copilot
- C. Einstein Sales Summaries

答案： A

解題說明：

New customer support reps at Universal Containers can use Einstein Work Summaries to quickly understand the details of a case without reading through each case comment. Work Summaries leverage generative AI to provide a concise overview of ongoing cases, summarizing all relevant information in an easily digestible format.

\* Einstein Copilot can assist with a variety of tasks but is not specifically designed for summarizing case details.

\* Einstein Sales Summaries are focused on summarizing sales-related activities, which is not applicable for support cases.

For more details, refer to Salesforce documentation on Einstein Work Summaries.

### 問題 #38

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要在今日競爭的工作市場上成功，無論是尋找新的機會或是在您目前的職位上獲得升遷，都需要建立與展現您的技術專業和技能。Salesforce-AI-Specialist 認證能夠滿足考生在激烈的職場生涯中脫穎而出，衆多國際知名認證廠商都在招聘與 Salesforce 技能相關職位時首先看中 Salesforce-AI-Specialist 的認證證書，可見 Salesforce-AI-Specialist 認證的含金量很高。

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