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The Salesforce Certified AI Associate Exam certification has become very popular to survive in today's difficult job market in the technology industry. Every year, hundreds of Salesforce aspirants attempt the Salesforce-AI-Associate exam since passing it results in well-paying jobs, salary hikes, skills validation, and promotions. Lack of Real Salesforce-AI-Associate Exam Questions is their main obstacle during Salesforce-AI-Associate certification test preparation.

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Salesforce Salesforce-AI-Associate Exam Syllabus Topics:

Topic	Details
Topic 1	• AI Fundamentals: This topic discusses the major principles and applications of AI within Salesforce. It also focuses on different types of AI and their capabilities.
Topic 2	• Data for AI: Questions about the importance of data quality and different elements or components of data quality are related to this topic.
Topic 3	• AI Capabilities in CRM: Get familiar with the benefits of AI and capabilities of CRM.

Topic 4	• Ethical Considerations of AI: It delves into the ethical challenges of AI such as human bias in machine learning, lack of transparency, etc. The topic also explains how to apply the Trusted AI Principles of Salesforce to given scenarios.

Salesforce Certified AI Associate Exam Sample Questions (Q92-Q97):

NEW QUESTION # 92
How does the "right of least privilege" reduce the risk of handling sensitive personal data?

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

Answer: C

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 # 93
A business analyst (BA) wants to improve business by enhancing their sales processes and customer..
Which AI application should the BA use to meet their needs?

- A. Sales data cleansing and customer support data governance
- B. Lead scoring, opportunity forecasting, and case classification
- C. Machine learning models and chatbot predictions

Answer: B

Explanation:
"Lead scoring, opportunity forecasting, and case classification are AI applications that can help abusiness analyst improve their sales processes and customer support. Lead scoring can help prioritize leads based on their likelihood to convert, opportunity forecasting can help predict future sales or revenue based on historical data and trends, and caseclassification can help categorize and route cases based on their attributes."

NEW QUESTION # 94
Which data does Salesforce automatically exclude from marketing Cloud Einstein engagement model training to mitigate bias and ethic...

- A. Geographic
- B. Cryptographic
- C. Geographic

Answer: A

Explanation:
"Demographic data is thedata that Salesforce automatically excludes from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems. Salesforce excludes demographic data from Marketing Cloud Einstein engagement model training to mitigate bias and ethical concerns by ensuring that the models are based on behavioral data rather than personal data."

NEW QUESTION # 95

Cloud Kicks wants to optimize its business operations by incorporating AI into its CRM.
What should the company do first to prepare its data for use with AI?

- A. Remove biased data.
- B. Determine data outcomes.
- C. Determine data availability.

Answer: C

Explanation:

Before using AI to optimize business operations, the company should first assess the availability and quality of its data. Data is the fuel for AI, and without sufficient and relevant data, AI cannot produce accurate and reliable results. Therefore, the company should identify what data it has, where it is stored, how it is accessed, and how it is maintained. This will help the company understand the feasibility and scope of its AI projects.

NEW QUESTION # 96

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 # 97

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