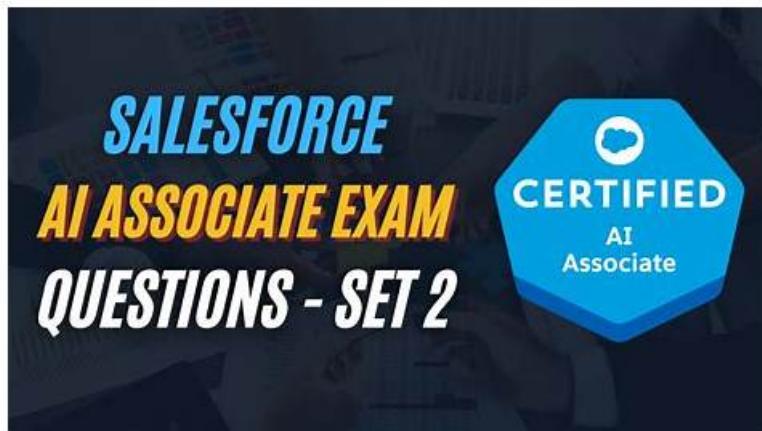


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## Salesforce Certified AI Associate Exam Sample Questions (Q91-Q96):

### NEW QUESTION # 91

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 # 92

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

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

**Answer: C**

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 # 93

Which best describes the difference between predictive AI and generative AI?

- A. **Predictive new and original output for a given input.**
- B. Predictive AI uses machine learning to classes or predict output from its input data whereas generative AI does not use machine learning to generate its output
- C. Predictive AI and generative have the same capabilities differ in the type of input they receive: predictive AI receives raw data whereas generation AI receives natural language.

**Answer: A**

Explanation:

Explanation

"The difference between predictive AI and generative AI is that predictive AI analyzes existing data to make predictions or recommendations based on patterns or trends, while generative AI creates new content based on existing data or inputs. Predictive AI is a type of AI that uses machine learning techniques to learn from existing data and make predictions or recommendations based on the data. For example, predictive AI can be used to forecast sales, revenue, or demand based on historical data and trends. Generative AI is a type of AI that uses machine learning techniques to generate novel content such as images, text, music, or video based on existing data or inputs. For example, generative AI can be used to create realistic faces, write summaries, compose songs, or produce videos."

#### NEW QUESTION # 94

What is one technique to mitigate bias and ensure fairness in AI applications?

- A. Using data that contains more examples of minority groups than majority groups
- B. **Ongoing auditing and monitoring of data that is used in AI applications**
- C. Excluding data features from the AI application to benefit a population

**Answer: B**

Explanation:

A technique to mitigate bias and ensure fairness in AI applications is ongoing auditing and monitoring of the data used in AI applications. Regular audits help identify and address any biases that may exist in the data, ensuring that AI models function fairly and without prejudice. Monitoring involves continuously checking the performance of AI systems to safeguard against discriminatory outcomes. Salesforce emphasizes the importance of ethical AI practices, including transparency and fairness, which can be further explored through Salesforce's AI ethics guidelines at Salesforce AI Ethics.

## NEW QUESTION # 95

How does data quality impact the trustworthiness of AI-driven decisions?

- A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.
- B. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.
- **C. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.**

**Answer: C**

Explanation:

Explanation

"High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.

High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task.

High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems."

## NEW QUESTION # 96

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