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Salesforce Salesforce-AI-Associate Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Data for AI: Questions about the importance of data quality and different elements or components of data quality are related to this topic.
Topic 2	<ul style="list-style-type: none">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 3	<ul style="list-style-type: none">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.
Topic 4	<ul style="list-style-type: none">AI Capabilities in CRM: Get familiar with the benefits of AI and capabilities of CRM.

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Salesforce Certified AI Associate Exam Sample Questions (Q63-Q68):

NEW QUESTION # 63

What Is a benefit of data quality and transparency as it pertains to bias in generated AI?

- A. Chances of bias are mitigated
- B. Chances of bias are aggravated
- C. Chances of bias are removed

Answer: A

Explanation:

A benefit of data quality and transparency as it pertains to bias in generated AI is that the chances of bias are mitigated. High data quality ensures that AI models are trained on accurate and representative data, reducing the risk of biased outcomes. Transparency in AI processes helps stakeholders understand how decisions are made, allowing for the identification and correction of potential biases. Together, these practices contribute to the development of fairer and more accountable AI systems. Salesforce highlights the importance of these principles in its AI practices, particularly through its ethical AI framework, which advocates for fairness and accountability. More on Salesforce's commitment to promoting unbiased AI can be found in their AI ethics guidelines at Salesforce AI Ethics.

NEW QUESTION # 64

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 diversity of the product
- B. The response time for the product
- C. The accuracy of the product

Answer: C

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 # 65

The Cloud technical team is assessing the effectiveness of their AI development processes?

Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solution?

- A. Ethical AI Prediction Maturity Model
- B. Ethical AI practice Maturity Model
- C. Ethical AI Process Maturity Model

Answer: C

Explanation:

"The Ethical AI Process Maturity Model is the established Salesforce Ethical Maturity Model that the Cloud technical team should use to guide the development of trusted AI solutions. The Ethical AI Process Maturity Model is a framework that helps assess and improve the ethical and responsible practices and processes involved in developing and deploying AI systems. The Ethical AI Process Maturity Model consists of five levels of maturity: Ad Hoc, Aware, Defined, Managed, and Optimized. The Ethical AI Process Maturity Model can help guide the development of trusted AI solutions by providing a roadmap and best practices for achieving higher levels of ethical maturity."

NEW QUESTION # 66

Cloud Kicks wants to use an AI model 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. Age
- B. Volume
- **C. Reliability**

Answer: C

Explanation:

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 # 67

How does an organization benefit from using AI to personalize the shopping experience of online customers?

- A. Customers are more likely to visit competitor sites that personalize their experience.
- B. Customers are more likely to share personal information with a site that personalizes their experience.
- **C. Customers are more likely to be satisfied with their shopping experience.**

Answer: C

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 # 68

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