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Salesforce Salesforce-AI-Associate Exam Syllabus Topics:

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

Salesforce Certified AI Associate Exam Sample Questions (Q39-Q44):

NEW QUESTION # 39

In the context of Salesforce's Trusted AI Principles what does the principle of Empowerment primarily aim to achieve?

- A. Empower users to off all skill level to build AI application with clicks, not code.
- B. Empower users to solve challenging technical problems using neural networks.
- C. Empower users to contribute to the growing body of knowledge of leading AI research.

Answer: A

Explanation:

"The principle of Empowerment primarily aims to achieve empowering users of all skill levels to build AI applications with clicks, not code. Empowerment is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for the empowerment and education of humans.

Empowering users means enabling users to access, use, and benefit from AI systems regardless of their technical expertise or background. For example, empowering users means providing tools and platforms that allow users to build AI applications with clicks, not code, such as Einstein Prediction Builder or Einstein Discovery."

NEW QUESTION # 40

A marketing manager wants to use AI to better engage their customers.
Which functionality provides the best solution?

- A. Journey Optimization
- B. Bring Your Own Model
- C. Einstein Engagement

Answer: C

Explanation:

Explanation

"Einstein Engagement provides the best solution for a marketing manager who wants to use AI to better engage their customers.

Einstein Engagement is a feature that uses AI to optimize email marketing campaigns by providing insights and recommendations on the best time, frequency, content, and subject lines to send emails to each customer. Einstein Engagement can help increase customer engagement, retention, and loyalty by delivering personalized and relevant messages."

NEW QUESTION # 41

How does poor data quality affect predictive and generative AI models?

- A. Decreases storage efficiency
- B. Increases raw data volume
- C. Creates inaccurate results

Answer: C

Explanation:

Poor data quality significantly impacts the performance of predictive and generative AI models by leading to inaccurate and unreliable results. Factors such as incomplete data, incorrect data, or poorly formatted data can mislead AI models during the learning phase, causing them to make incorrect assumptions, learn inappropriate patterns, or generalize poorly to new data. This inaccuracy can be detrimental in applications where precision is critical, such as in predictive analytics for sales forecasting or

customer behavior analysis.

Salesforce emphasizes the importance of data quality for AI model effectiveness in their AI best practices guide, which can be reviewed on Salesforce AI Best Practices.

NEW QUESTION # 42

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

- A. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI does not use machine learning to generate its output.
- B. Predictive AI and generative AI have the same capabilities but differ in the type of input they receive; predictive AI receives raw data whereas generative AI receives natural language.
- C. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine learning to generate new and original output for 4 given input

Answer: C

Explanation:

Predictive AI and generative AI represent two different applications of machine learning technologies.

Predictive AI focuses on making predictions based on historical data. It analyzes past data to forecast future outcomes, such as customer churn or sales trends. On the other hand, generative AI is designed to generate new and original outputs based on the learned data patterns. This includes tasks like creating new images, text, or music that resemble the training data but do not duplicate it. Both types of AI use machine learning, but their objectives and outputs are distinct. For detailed differences and applications in a Salesforce context, Salesforce's guide on AI technologies is a helpful resource, accessible at Salesforce AI Technologies.

NEW QUESTION # 43

What is a benefit of a diverse, balanced, and large dataset?

- A. Model accuracy
- B. Training time
- C. Data privacy

Answer: A

Explanation:

Explanation

"Model accuracy is a benefit of a diverse, balanced, and large dataset. A diverse dataset can capture a variety of features and patterns that are relevant for the AI task. A balanced dataset can avoid overfitting or underfitting the model to a specific subset of data. A large dataset can provide enough information for the model to learn from and generalize well to new data."

NEW QUESTION # 44

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