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Salesforce Salesforce-AI-Associate Exam Syllabus Topics:

Topic	Details
Topic 1	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	AI Capabilities in CRM: Get familiar with the benefits of AI and capabilities of CRM.
Topic 3	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 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.

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Salesforce Certified AI Associate Exam Sample Questions (Q17-Q22):

NEW OUESTION #17

Cloud Kicks wants to use Einstein Prediction Builder to determine a customer's likelihood of buying specific products; however, data quality is a...

How can data quality be assessed quality?

- A. Build a Data Management Strategy.
- B. Build reports to expire the data quality.
- C. Leverage data quality apps from AppExchange

Answer: C

Explanation:

Explanation

"Leveraging data quality apps from AppExchange is how data quality can be assessed. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Leveraging data quality apps from AppExchange means using third-party applications or solutions that can help measure, monitor, or improve data quality in Salesforce."

NEW QUESTION #18

What can bias in AI algorithms in CRM lead to?

- A. Advertising cost increases
- B. Personalization and target marketing changes
- C. Ethical challenges in CRM systems

Answer: C

Explanation:

Explanation

"Bias in AI algorithms in CRM can lead to ethical challenges in CRM systems. Bias means that AI algorithms favor or discriminate certain groups or outcomes based on irrelevant or unfair criteria. Bias can affect the fairness and ethics of CRM systems, as they may affect how customers are perceived, treated, or represented by AI algorithms. For example, bias can lead to ethical challenges in CRM systems if AI algorithms make inaccurate or harmful predictions or recommendations based on customers' identity or characteristics."

NEW QUESTION #19

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

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

Answer: A

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 #20

Cloud kicks wants to decrease the workload for its customer care agents by implementing a chatbot on its website that partially deflects incoming cases by answering frequency asked questions Which field of AI is most suitable for this scenario?

- A. Natural language processing
- B. Predictive analytics
- C. Computer vision

Answer: A

Explanation:

"Natural language processing is the field of AI that is most suitable for this scenario. Natural language processing (NLP) is a branch of AI that enables computers to understand and generate natural language, such as speech or text. NLP can be used to create conversational interfaces that can interact with users using natural language, such as chatbots. Chatbots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the user's intent and context."

NEW QUESTION #21

What is a possible outcome of poor data quality?

- A. AI predictions become more focused and less robust.
- B. AI models maintain accuracy but have slower response times.

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• C. Biases in data can be inadvertently learned and amplified by AI systems.

Answer: C

Explanation:

"A possible outcome of poor data quality is that biases in data can be inadvertently learned and amplified by AI systems. Poor data quality means that the data is inaccurate, incomplete, inconsistent, irrelevant, or outdated for the AI task. Poor data quality can affect the performance and reliability of AI systems, as they may not have enough or correct information to learn from or make accurate predictions. Poor data quality can also introduce or exacerbate biases in data, such as human bias, societal bias, or confirmation bias, which can affect the fairness and ethics of AI systems."

NEW QUESTION #22

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