

Salesforce-AI-Associate Test Quiz: Salesforce Certified AI Associate Exam & Salesforce-AI-Associate Actual Exam & Salesforce-AI-Associate Exam Training



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Salesforce Salesforce-AI-Associate Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none">AI Capabilities in CRM: Get familiar with the benefits of AI and capabilities of CRM.
Topic 4	<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.

>> Salesforce-AI-Associate Relevant Answers <<

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Salesforce Certified AI Associate Exam Sample Questions (Q32-Q37):

NEW QUESTION # 32

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:

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 # 33

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

Answer: A

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 # 34

What is the main focus of the Accountability principle in Salesforce's Trusted AI Principles?

- A. Safeguarding fundamental human rights and protecting sensitive data
- B. Ensuring transparency in AI-driven recommendations and predictions
- C. **Taking responsibility for one's actions toward customers, partners, and society**

Answer: C

Explanation:

"The main focus of the Accountability principle in Salesforce's Trusted AI Principles is taking responsibility for one's actions toward customers, partners, and society. Accountability means that AI systems should be designed and developed with respect for the impact and consequences of their actions on others.

Accountability also means that AI developers and users should be aware of and adhere to the ethical, legal, and regulatory standards and expectations of their industry and domain."

NEW QUESTION # 35

Cloud Kicks implements a new product recommendation feature for its shoppers that recommends shoes of a given color to display to customers based on the color of the products from their purchase history.

Which type of bias is most likely to be encountered in this scenario?

- A. Confirmation

- B. Societal
- C. Survivorship

Answer: A

Explanation:

"Confirmation bias is most likely to be encountered in this scenario. Confirmation bias is a type of bias that occurs when data or information confirms or supports one's existing beliefs or expectations. For example, confirmation bias can occur when a product recommendation feature only recommends shoes of a given color based on the customer's purchase history, without considering other factors or preferences that may influence their choice."

NEW QUESTION # 36

Cloud Kicks uses Einstein to generate predictions but is not seeing accurate results?

What is a potential reason for this?

- A. The wrong product
- B. Poor data quality
- C. Too much data

Answer: B

Explanation:

"Poor data quality is a potential reason for not seeing accurate results from an AI model. 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 models, as they may not have enough or correct information to learn from or make accurate predictions."

NEW QUESTION # 37

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