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Salesforce Salesforce-AI-Specialist Exam Syllabus Topics:

Topic	Details
Topic 1	Generative AI in CRM Applications: This part of the exam assesses AI specialists' knowledge of generative AI within CRM systems. It covers the use of generative AI features in Einstein for Sales and Einstein for Service.
Topic 2	Model Builder: This portion of the exam focuses on Salesforce AI specialists' expertise in working with AI models within Salesforce environments. Candidates will need to demonstrate knowledge of when to use the Model Builder and how to configure standard, custom, or Bring Your Own Large Language Model (BYOLLM) generative models to meet business needs.
Topic 3	Prompt Builder: This section evaluates the expertise of AI specialists working with Salesforce's AI tools. It focuses on the Prompt Builder feature, requiring candidates to understand its usage based on business needs.
Topic 4	Agentforce Tools: In this topic, AI specialists get knowledge using agents when it is appropriate. Moreover, the topic explains the working of agents and reasoning engine powers Agentforce. Lastly, the topic focuses on managing and monitoring agent adoption.
Topic 5	Einstein Trust Layer: This section evaluates the skills of Salesforce AI specialists responsible for implementing security protocols and safeguarding data privacy. It emphasizes the security, privacy, and foundational features of the Einstein Trust Layer.

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Salesforce Certified AI Specialist Exam Sample Questions (Q48-Q53):

NEW QUESTION # 48

A data scientist needs to view and manage models in Einstein Studio. The data scientist also needs to create prompt templates in Prompt Builder.

Which permission sets should an AI Specialist assign to the data scientist?

- A. Data Cloud Admin and Prompt Template Manager
- B. Prompt Template Manager and Prompt Template User
- C. Prompt Template User and Data Cloud Admin

Answer: A

Explanation:

To allow a data scientist to view and manage models in Einstein Studio and create prompt templates in Prompt Builder, the AI Specialist should assign the Data Cloud Admin and Prompt Template Manager permission sets.

- * Data Cloud Admin provides access to manage and oversee models within Einstein Studio.
- * Prompt Template Manager gives the user the ability to create and manage prompt templates within Prompt Builder.
- * Option A is correct because it assigns the necessary permissions for both managing models and creating prompt templates.
- * Option B and Option C are incorrect as they do not provide the correct combination of permissions for managing models and building prompts.

References:

* Salesforce Permissions Documentation: https://help.salesforce.com/s/articleView?id=sf.perm_sets_overview.htm

NEW QUESTION # 49

An AI Specialist needs to enable the use of Sales Email prompt templates for the sales team. The AI Specialist has already created the templates in Prompt Builder.

According to best practices, which steps should the AI Specialist take to ensure the sales team can use these templates?

- A. Assign the Data Cloud Admin permission set and enable Sales Emails in Setup.
- B. Assign the Prompt Template Manager permission set and enable Sales Emails in setup.
- C. Assign the Prompt Template User permission set and enable Sales Emails in Setup.

Answer: C

Explanation:

To enable Sales Email prompt templates:

- * Permission Set: Assign the Prompt Template User permission set to the sales team to grant access to use pre-built templates.
- * Feature Activation: Enable Sales Emails in Salesforce Setup to activate the integration between prompt templates and email workflows.
- * Option B (Manager permission set): Required for creating/modifying templates, not for usage.
- * Option C (Data Cloud Admin): Unrelated to prompt template access.

References:

- * Salesforce Help: Prompt Template Permissions
- * Specifies that "Prompt Template User" is required to leverage templates in workflows.
- * Sales Email Setup outlines enabling the feature in Setup.

NEW QUESTION # 50

Universal Containers (UC) is implementing generative AI and wants to leverage a prompt template to provide responses to customers that gives personalized product recommendations to website visitors based on their browsing history.

Which initial step should UC take to ensure the chatbot can deliver accurate recommendations?

- A. Design universal product recommendations.

- B. Collect and analyze browsing data.
- C. Write a response script for the chatbot.

Answer: B

Explanation:

To enable personalized product recommendations using generative AI, the foundational step for Universal Containers (UC) is collecting and analyzing browsing data (Option C). Personalized recommendations depend on understanding user behavior, which requires structured data about their browsing history. Without this data, the AI model lacks the context needed to generate relevant suggestions.

* Data Collection: UC must first aggregate browsing data (e.g., pages visited, products viewed, session duration) to build a dataset that reflects user preferences.

* Data Analysis: Analyzing this data identifies patterns (e.g., frequently viewed categories) that inform how prompts should be structured to retrieve relevant recommendations.

* Grounding in Data: Salesforce's Prompt Templates rely on grounding data to generate accurate outputs. Without analyzing browsing data, the prompt template cannot reference meaningful insights for personalization.

Options A and D are incorrect because:

* Universal recommendations (A) ignore personalization, which is the core requirement.

* Writing a response script (D) addresses chatbot interaction design, not the accuracy of recommendations.

References:

* Salesforce AI Specialist Certification Guide: Highlights the importance of grounding prompts in relevant data sources to ensure accuracy.

* Trailhead Module: "Einstein for Developers" emphasizes data preparation as a prerequisite for effective AI-driven personalization.

* Salesforce Help Documentation: Recommends analyzing user behavior data to tailor generative AI outputs in commerce use cases.

NEW QUESTION # 51

Universal Containers' current AI data masking rules do not align with organizational privacy and security policies and requirements. What should an AI Specialist recommend to resolve the issue?

- A. Enable data masking for sandbox refreshes.
- B. Configure data masking in the Einstein Trust Layer setup.
- C. Add new data masking rules in LLM setup.

Answer: B

Explanation:

When Universal Containers' AI data masking rules do not meet organizational privacy and security standards, the AI Specialist should configure the data masking rules within the Einstein Trust Layer. The Einstein Trust Layer provides a secure and compliant environment where sensitive data can be masked or anonymized to adhere to privacy policies and regulations.

* Option A, enabling data masking for sandbox refreshes, is related to sandbox environments, which are separate from how AI interacts with production data.

* Option C, adding masking rules in the LLM setup, is not appropriate because data masking is managed through the Einstein Trust Layer, not the LLM configuration.

The Einstein Trust Layer allows for more granular control over what data is exposed to the AI model and ensures compliance with privacy regulations.

Salesforce AI Specialist References: For more information, refer to: https://help.salesforce.com/s/articleView?id=sf.einstein_trust_layer_data_masking.htm

NEW QUESTION # 52

An AI Specialist turned on Einstein Generative AI in Setup. Now, the AI Specialist would like to create custom prompt templates in Prompt Builder. However, they cannot access Prompt Builder in the Setup menu. What is causing the problem?

- A. The Prompt Template Manager permission set was not assigned correctly.
- B. The large language model (LLM) was not configured correctly in Data Cloud.
- C. The Prompt Template User permission set was not assigned correctly.

Answer: A

In order to access and create custom prompt templates in Prompt Builder, the AI Specialist must have the Prompt Template Manager permission set assigned. Without this permission, they will not be able to access Prompt Builder in the Setup menu, even though Einstein Generative AI is enabled.

Option A (Prompt Template User permission set) is incorrect because this permission allows users to use prompts, but not create or manage them.

Reference:

NEW QUESTION # 53

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