



**Salesforce**

## **Exam Questions Salesforce-AI-Associate**

Salesforce Certified AI Associate Exam (SU23)

#### NEW QUESTION 1

What are the key components of the data quality standard?

- A. Naming, formatting, Monitoring
- B. Accuracy, Completeness, Consistency
- C. Reviewing, Updating, Archiving

**Answer:** B

#### Explanation:

“Accuracy, Completeness, Consistency are the key components of the data quality standard. Data quality standard is a set of criteria or measures that define and evaluate the quality of data for a specific purpose or task. Data quality standard can vary by industry, domain, or application, but some common components are accuracy, completeness, and consistency. Accuracy means that the data values are correct and valid for the data attribute. Completeness means that the data values are not missing any relevant information for the data attribute. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources.”

#### NEW QUESTION 2

What is the role of Salesforce Trust AI principles in the context of CRM system?

- A. Guiding ethical and responsible use of AI
- B. Providing a framework for AI data model accuracy
- C. Outlining the technical specifications for AI integration

**Answer:** A

#### Explanation:

“The role of Salesforce Trust AI principles in the context of CRM systems is guiding ethical and responsible use of AI. Salesforce Trust AI principles are a set of guidelines and best practices for developing and using AI systems in a responsible and ethical way. The principles include Accountability, Fairness & Equality, Transparency & Explainability, Privacy & Security, Reliability & Safety, Inclusivity & Diversity, Empowerment & Education. The principles aim to ensure that AI systems are aligned with the values and interests of customers, partners, and society.”

#### NEW QUESTION 3

Which statement exemplifies Salesforces honesty guideline when training AI models?

- A. Minimize the AI models carbon footprint and environment impact during training.
- B. Ensure appropriate consent and transparency when using AI-generated responses.
- C. Control bias, toxicity, and harmful content with embedded guardrails and guidance.

**Answer:** B

#### Explanation:

“Ensuring appropriate consent and transparency when using AI-generated responses is a statement that exemplifies Salesforce’s honesty guideline when training AI models. Salesforce’s honesty guideline is one of the Trusted AI Principles that states that AI systems should be designed and developed with respect for honesty and integrity in how they work and what they produce. Ensuring appropriate consent and transparency means respecting and honoring the choices and preferences of users regarding how their data is used or generated by AI systems. Ensuring appropriate consent and transparency also means providing clear and accurate information and documentation about the AI systems and their outputs.”

#### NEW QUESTION 4

Cloud Kicks is testing a new AI model.

Which approach aligns with Salesforce’s Trusted AI Principle of Inclusivity?

- A. Test only with data from a specific region or demographic to limit the risk of data leaks.
- B. Rely on a development team with uniform backgrounds to assess the potential societal implications of the model.
- C. Test with diverse and representative datasets appropriate for how the model will be used.

**Answer:** C

#### Explanation:

“Testing with diverse and representative datasets appropriate for how the model will be used aligns with Salesforce’s Trusted AI Principle of Inclusivity. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing with diverse and representative datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain.”

#### NEW QUESTION 5

Cloud Kicks learns of complaints from customers who are receiving too many sales calls and emails.

Which data quality dimension should be assessed to reduce these communication inefficiencies?

- A. Duplication
- B. Usage
- C. Consent

**Answer:** A

#### Explanation:

“Duplication is the data quality dimension that should be assessed to reduce communication inefficiencies. Duplication means that the data contains multiple copies or instances of the same record or value. Duplication can cause confusion, errors, or waste in data analysis and processing. For example, duplication can lead to communication inefficiencies if customers receive multiple calls or emails from different sources for the same purpose.”

#### NEW QUESTION 6

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

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

**Answer:** A

#### Explanation:

"The difference between predictive AI and generative AI is that predictive AI analyzes existing data to make predictions or recommendations based on patterns or trends, while generative AI creates new content based on existing data or inputs. Predictive AI is a type of AI that uses machine learning techniques to learn from existing data and make predictions or recommendations based on the data. For example, predictive AI can be used to forecast sales, revenue, or demand based on historical data and trends. Generative AI is a type of AI that uses machine learning techniques to generate novel content such as images, text, music, or video based on existing data or inputs. For example, generative AI can be used to create realistic faces, write summaries, compose songs, or produce videos."

#### NEW QUESTION 7

Cloud Kicks relies on data analysis to optimize its product recommendation; however, CK encounters a recurring Issue of Incomplete customer records, with missing contact Information and incomplete purchase histories.

How will this incomplete data quality impact the company's operations?

- A. The accuracy of product recommendations is hindered.
- B. The diversity of product recommendations Is Improved.
- C. The response time for product recommendations is stalled.

**Answer:** A

#### Explanation:

"The incomplete data quality will impact the company's operations by hindering the accuracy of product recommendations. Incomplete data means that the data is missing some values or attributes that are relevant for the AI task. Incomplete data can affect the performance and reliability of AI models, as they may not have enough information to learn from or make accurate predictions. For example, incomplete customer records can affect the quality of product recommendations, as the AI model may not be able to capture the customers' preferences, behavior, or needs."

#### NEW QUESTION 8

What is an example of ethical debt?

- A. Violating a data privacy law and falling to pay fines
- B. Launching an AI feature after discovering a harmful bias
- C. Delaying an AI product launch to retrain an AI data model

**Answer:** B

#### Explanation:

"Launching an AI feature after discovering a harmful bias is an example of ethical debt. Ethical debt is a term that describes the potential harm or risk caused by unethical or irresponsible decisions or actions related to AI systems. Ethical debt can accumulate over time and have negative consequences for users, customers, partners, or society. For example, launching an AI feature after discovering a harmful bias can create ethical debt by exposing users to unfair or inaccurate results that may affect their trust, satisfaction, or well-being."

#### NEW QUESTION 9

Which type of AI can enhance customer service agents' email responses by analyzing the written content of previous emails?

- A. Natural language processing
- B. Machine learning
- C. Deep learning

**Answer:** A

#### Explanation:

Natural language processing (NLP) is the type of AI that can enhance customer service agents' email responses by analyzing the written content of previous emails. NLP technologies interpret and generate human language, allowing AI systems to understand, respond to, and even anticipate customer needs based on email interactions. This capability helps in crafting more relevant, accurate, and personalized email responses, improving customer service quality. Salesforce utilizes NLP in its Einstein AI platform to augment various customer service functions. More about Salesforce Einstein's NLP capabilities can be found on the Salesforce Einstein page at Salesforce Einstein NLP.

#### NEW QUESTION 10

To avoid introducing unintended bias to an AI model, which type of data should be omitted?

- A. Transactional
- B. Engagement
- C. Demographic

**Answer:** C

#### Explanation:

"Demographic data should be omitted to avoid introducing unintended bias to an AI model. Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to

discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems.”

#### NEW QUESTION 10

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

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

**Answer:** C

#### 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 11

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

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

**Answer:** B

#### 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 15

How does a data quality assessment impact business outcome for companies using AI?

- A. Improves the speed of AI recommendations
- B. Accelerates the delivery of new AI solutions
- C. Provides a benchmark for AI predictions

**Answer:** C

#### Explanation:

“A data quality assessment impacts business outcomes for companies using AI by providing a benchmark for AI predictions. A data quality assessment is a process that measures and evaluates the quality of data for a specific purpose or task. A data quality assessment can help identify and address any issues or gaps in the data quality dimensions, such as accuracy, completeness, consistency, relevance, and timeliness. A data quality assessment can impact business outcomes for companies using AI by providing a benchmark for AI predictions, as it can help ensure that the predictions are based on high-quality data that reflects the true state or condition of the target population or domain.”

#### NEW QUESTION 19

Why is it critical to consider privacy concerns when dealing with AI and CRM data?

- A. Ensures compliance with laws and regulations
- B. Confirms the data is accessible to all users
- C. Increases the volume of data collected

**Answer:** A

#### Explanation:

“It is critical to consider privacy concerns when dealing with AI and CRM data because it ensures compliance with laws and regulations. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Data privacy laws and regulations are legal frameworks that define and enforce the rights and obligations of data subjects, data controllers, and data processors regarding personal data. Data privacy laws and regulations vary by country, region, or industry, and may impose different requirements or restrictions on how AI and CRM data can be handled.”

#### NEW QUESTION 22

What is one technique to mitigate bias and ensure fairness in AI applications?

- A. Ongoing auditing and monitoring of data that is used in AI applications
- B. Excluding data features from the AI application to benefit a population
- C. Using data that contains more examples of minority groups than majority groups

**Answer:** A

#### Explanation:

A technique to mitigate bias and ensure fairness in AI applications is ongoing auditing and monitoring of the data used in AI applications. Regular audits help identify and address any biases that may exist in the data, ensuring that AI models function fairly and without prejudice. Monitoring involves continuously checking the performance of AI systems to safeguard against discriminatory outcomes. Salesforce emphasizes the importance of ethical AI practices, including

transparency and fairness, which can be further explored through Salesforce's AI ethics guidelines at Salesforce AI Ethics.

#### NEW QUESTION 25

How does data quality impact the trustworthiness of AI-driven decisions?

- A. The use of both low-quality and high-quality data can improve the accuracy and reliability of AI-driven decisions.
- B. High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users.
- C. Low-quality data reduces the risk of overfitting the model, improving the trustworthiness of the predictions.

**Answer:** B

#### Explanation:

"High-quality data improves the reliability and credibility of AI-driven decisions, fostering trust among users. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve the performance and reliability of AI systems, as they have enough and correct information to learn from and make accurate predictions. High-quality data can also improve the trustworthiness of AI-driven decisions, as users can have more confidence and satisfaction in using AI systems."

#### NEW QUESTION 30

A sales manager wants to improve their processes using AI in Salesforce? Which application of AI would be most beneficial?

- A. Lead scoring and opportunity forecasting
- B. Sales dashboards and reporting
- C. Data modeling and management

**Answer:** A

#### Explanation:

"Lead scoring and opportunity forecasting are applications of AI that would be most beneficial for a sales manager who wants to improve their processes using AI in Salesforce. Lead scoring can help prioritize leads based on their likelihood to convert, while opportunity forecasting can help predict future sales or revenue based on historical data and trends. These applications of AI can help optimize sales processes by providing insights and recommendations that can increase sales efficiency and effectiveness."

#### NEW QUESTION 34

Cloud Kicks uses Einstein to generate predictions out is not seeing accurate results? What to a potential mason for this?

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

**Answer:** A

#### 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 36

What role does data quality play in the ethical us of AI applications?

- A. High-quality data is essential for ensuring unbiased and for fair AI decisions, promoting ethical use, and preventing discrimi...
- B. High-quality data ensures the process of demographic attributes requires for personalized campaigns.
- C. Low-quality data reduces the risk of unintended bias as the data is not overfitted to demographic groups.

**Answer:** A

#### Explanation:

"High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and preventing discrimination. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can help ensure unbiased and fair AI decisions by providing a balanced and representative sample of the target population or domain. High-quality data can also help promote ethical use and prevent discrimination by respecting the rights and preferences of users regarding their personal data."

#### NEW QUESTION 39

A developer is tasked with selecting a suitable dataset for training an AI model in Salesforce to accurately predict current customer behavior. What Is a crucial factor that the developer should consider during selection?

- A. Number of variables ipn the dataset
- B. Size of the dataset
- C. Age of the dataset

**Answer:** B

#### Explanation:

"The size of the dataset is a crucial factor that the developer should consider during selection. The size of the dataset refers to the amount or volume of data available for training an AI model. The size of the dataset can affect the feasibility and quality of the AI model, as well as the choice of AI techniques and tools. The size of the dataset should be large enough to provide sufficient information for the AI model to learn from and generalize well to new data."

#### NEW QUESTION 40

A customer using Einstein Prediction Builder is confused about why a certain prediction was made.

Following Salesforce's Trusted AI Principle of Transparency, which customer information should be accessible on the Salesforce Platform?

- A. An explanation of how Prediction Builder works and a link to Salesforce's Trusted AI Principles
- B. An explanation of the prediction's rationale and a model card that describes how the model was created
- C. A marketing article of the product that clearly outlines the product's capabilities and features

**Answer:** B

#### Explanation:

"An explanation of the prediction's rationale and a model card that describes how the model was created should be accessible on the Salesforce Platform following Salesforce's Trusted AI Principle of Transparency. Transparency means that AI systems should be designed and developed with respect for clarity and openness in how they work and why they make certain decisions. Transparency also means that AI users should be able to access relevant information and documentation about the AI systems they interact with."

#### NEW QUESTION 43

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. Survivorship
- C. Societal

**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 46

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