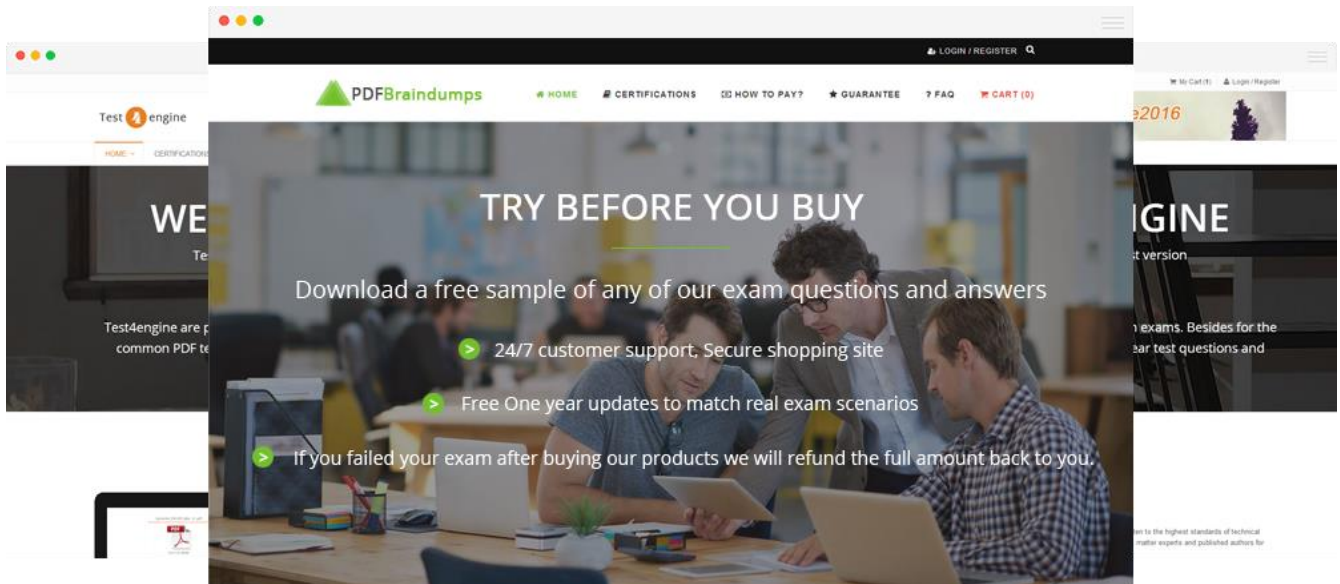


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**Exam** : **Salesforce-AI-Associate**

**Title** : Salesforce Certified AI  
Associate Exam

**Vendor** : Salesforce

**Version** : DEMO

**NO.1** A healthcare company implements an algorithm to analyze patient data and assist in medical diagnosis.

Which primary role does data Quality play In this AI application?

- A.** Enhanced accuracy and reliability of medical predictions and diagnoses
- B.** Ensured compatibility of AI algorithms with the system's Infrastructure
- C.** Reduced need for healthcare expertise in interpreting AI outputs

**Answer:** A

Explanation:

"Data quality plays a crucial role in enhancing the accuracy and reliability of medical predictions and diagnoses. Poor data quality can lead to inaccurate or misleading results, which can have serious consequences for patients' health and well-being. Therefore, it is important to ensure that the data used for AI applications in healthcare is accurate, complete, consistent, and relevant."

**NO.2** 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.** Taking responsibility for one's actions toward customers, partners, and society
- C.** Ensuring transparency In AI-driven recommendations and predictions

**Answer:** B

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."

**NO.3** 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."

**NO.4** Cloud Kicks wants to use AI to enhance its sales processes and customer support.

Which capacity should they use?

- A.** Dashboard of Current Leads and Cases
- B.** Sales path and Automaton Case Escalations

### C. Einstein Lead Scoring and Case Classification

**Answer:** C

Explanation:

"Einstein Lead Scoring and Case Classification are the capabilities that Cloud Kicks should use to enhance its sales processes and customer support. Einstein Lead Scoring and Case Classification are features that use AI to optimize sales and service processes by providing insights and recommendations based on data. Einstein Lead Scoring can help prioritize leads based on their likelihood to convert, while Einstein Case Classification can help categorize and route cases based on their attributes."

**NO.5** 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."

**NO.6** Which action introduces bias in the training data used for AI algorithms?

**A.** Using a large dataset that is computationally expensive

**B.** Using a dataset that represents diverse perspectives and populations

**C.** Using a dataset that underrepresents perspectives and populations

**Answer:** C

Explanation:

Introducing bias in training data for AI algorithms occurs when the dataset used underrepresents certain perspectives and populations. This type of bias can skew AI predictions, making the system less fair and accurate. For example, if a dataset predominantly contains information from one demographic group, the AI's performance may not generalize well to other groups, leading to biased or unfair outcomes. Salesforce discusses the impact of biased training data and ways to mitigate this in their AI ethics guidelines, which can be explored further in the Salesforce AI documentation on Responsible Creation of AI.

**NO.7** What should organizations do to ensure data quality for their AI initiatives?

**A.** Collect and curate high-quality data from reliable sources.

**B.** Rely on AI algorithms to automatically handle data quality issues.

**C.** Prioritize model fine-tuning over data quality improvements.

**Answer:** A

Explanation:

"Organizations should collect and curate high-quality data from reliable sources to ensure data quality for their AI initiatives. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. Reliable sources mean that the data is trustworthy, credible, and authoritative."

Collecting and curating high-quality data from reliable sources can improve the performance and reliability of AI systems."

**NO.8** What is a key benefit of effective interaction between humans and AI systems?

- A.** Leads to more informed and balanced decision making
- B.** Alerts humans to the presence of biased data
- C.** Reduces the need for human involvement

**Answer:** A

Explanation:

"A key benefit of effective interaction between humans and AI systems is that it leads to more informed and balanced decision making. Effective interaction means that humans and AI systems can communicate and collaborate with each other in a clear, natural, and respectful way. Effective interaction can help leverage the strengths and complement the weaknesses of both humans and AI systems. Effective interaction can also help increase trust, confidence, and satisfaction in using AI systems."

**NO.9** 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."

**NO.10** What is the most likely impact that high-quality data will have on customer relationships?

- A.** Increased brand loyalty
- B.** Higher customer acquisition costs
- C.** Improved customer trust and satisfaction

**Answer:** C

Explanation:

"The most likely impact that high-quality data will have on customer relationships is improved customer trust and satisfaction. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve customer relationships by enabling AI systems to provide personalized and relevant products, services, or solutions that meet the customers' expectations, needs, and interests. High-quality data can also improve customer trust and satisfaction by reducing errors, delays, or waste in customer interactions."

**NO.11** A sales manager is looking to enhance the quality of lead data in their CRM system.

Which process will most likely help the team accomplish this goal?

- A. Redesign the lead conversion process,
- B. Review and update missing lead information.
- C. Prioritize active leads quarterly.

**Answer:** B

Explanation:

To enhance the quality of lead data in their CRM system, the most effective process is to review and update missing lead information. This process involves identifying incomplete records and filling in missing details, which can significantly improve the accuracy and usefulness of lead data. Accurate and complete lead information is crucial for effective lead scoring, prioritization, and follow-up, enhancing overall sales performance. Salesforce CRM offers data quality tools and features that assist in regularly reviewing and maintaining the accuracy of lead data. Information on managing lead data quality in Salesforce can be found at [Salesforce Lead Management](#).