

**Exam Code: Certified AI Associate**

**Exam Name: Salesforce Certified AI Associate**



## Exam A

### QUESTION 1

What is an example of Salesforce's Trusted AI Principle of Inclusivity in practice?

- A. Testing models with diverse datasets
- B. Striving for model explain ability
- C. Working with human rights experts

**Correct Answer: A**

**Section:**

**Explanation:**

"An example of Salesforce's Trusted AI Principle of Inclusivity in practice is testing models with diverse datasets. Inclusivity means that AI systems should be designed and developed with respect for diversity and inclusion of different perspectives, backgrounds, and experiences. Testing models with diverse datasets can help ensure that the models are fair, unbiased, and representative of the target population or domain."

### QUESTION 2

Cloud Kicks wants to create a custom service analytics application to analyze cases in Salesforce. The application should rely on accurate data to ensure efficient case resolution. Which data quality dimension is essential for this custom application?

- A. Consistency
- B. Duplication
- C. Age

**Correct Answer: A**

**Section:**

**Explanation:**

"Consistency is the data quality dimension that is essential for creating a custom service analytics application to analyze cases in Salesforce. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Consistent data can ensure that the custom application can accurately and efficiently analyze cases and provide meaningful insights."

### QUESTION 3

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.

**Correct Answer: A**

**Section:**

**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."

### QUESTION 4



Which Einstein capability uses emails to create content for Knowledge articles?

- A. Generate
- B. Discover
- C. Predict

**Correct Answer: A**

**Section:**

**Explanation:**

"Einstein Generate uses emails to create content for Knowledge articles. Einstein Generate is a natural language generation (NLG) feature that can automatically write summaries, descriptions, or recommendations based on data or text inputs. For example, Einstein Generate can analyze email conversations between agents and customers and generate draft articles for the Knowledge base."

#### QUESTION 5

Which type of bias results from data being labeled according to stereotypes?

- A. Association
- B. Societal
- C. Interaction

**Correct Answer: B**

**Section:**

**Explanation:**

"Societal bias results from data being labeled according to stereotypes. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture. For example, societal bias can occur when data is labeled based on gender, race, ethnicity, or religion stereotypes."

#### QUESTION 6

Salesforce defines bias as using a person's Immutable traits to classify them or market to them.

Which potentially sensitive attribute is an example of an immutable trait?

- A. Financial status
- B. Nickname
- C. Email address

**Correct Answer: A**

**Section:**

**Explanation:**

"Financial status is an example of an immutable trait. Immutable traits are characteristics that are inherent, fixed, or unchangeable. For example, financial status is an immutable trait because it is determined by factors beyond one's control, such as birth, inheritance, or economic conditions. Nickname and email address are not immutable traits because they can be changed by choice or preference."

#### 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.

**Correct Answer: A**

**Section:**

**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."

#### **QUESTION 8**

What are some key benefits of AI in improving customer experiences in CRM?

- A. Improves CRM security protocols, safeguarding sensitive customer data from potential breaches and threats
- B. Streamlines case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions
- C. Fully automates the customer service experience, ensuring seamless automated interactions with customers

**Correct Answer: B**

**Section:**

**Explanation:**

"Streamlining case management by categorizing and tracking customer support cases, identifying topics, and summarizing case resolutions are some key benefits of AI in improving customer experiences in CRM. AI can help automate and optimize various aspects of customer service, such as routing cases to the right agents, providing relevant information or suggestions, and generating reports or insights. AI can also help enhance customer satisfaction and loyalty by reducing wait times, improving response quality, and providing personalized solutions."

#### **QUESTION 9**

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.

**Correct Answer: B**

**Section:**

**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."

#### **QUESTION 10**

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.

**Correct Answer: C**

**Section:**

**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."

**QUESTION 11**

Cloud Kicks wants to develop a solution to predict customers product interests based on historical data. The company found that employees from one region use a text field to capture the product category, while employees from all other locations use a plckllst.

Which data quality dimension is affected in this scenario?

- A. Completeness
- B. Accuracy
- C. Consistency

**Correct Answer: C**

**Section:**

**Explanation:**

"Consistency is the data quality dimension that is affected in this scenario. Consistency means that the data values are uniform and follow a common standard or format across different records, fields, or sources. Inconsistent data can cause confusion, errors, or duplication in data analysis and processing. For example, using different field types for the same attribute can affect the consistency of the data."

**QUESTION 12**

Cloud Kicks wants to implement AI features on its Salesforce Platform but has concerns about potential ethical and privacy challenges.

What should they consider doing to minimize potential AI bias?

- A. Integrate AI models that auto-correct biased data.
- B. Implement Salesforce's Trusted AI Principles.
- C. Use demographic data to identify minority groups.



**Correct Answer: B**

**Section:**

**Explanation:**

"Implementing Salesforce's Trusted AI Principles is what Cloud Kicks should consider doing to minimize potential AI bias. Salesforce's Trusted 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."

**QUESTION 13**

Which features of Einstein enhance sales efficiency and effectiveness?

- A. Opportunity List View, Lead List View, Account List view
- B. Opportunity Scoring, Opportunity List View, Opportunity Dashboard
- C. Opportunity Scoring, Lead Scoring, Account Insights

**Correct Answer: C**

**Section:**

**Explanation:**

"Opportunity Scoring, Lead Scoring, Account Insights are features of Einstein that enhance sales efficiency and effectiveness. Opportunity Scoring and Lead Scoring use predictive models to assign scores to opportunities and leads based on their likelihood to close or convert. Account Insights use natural language processing (NLP) to provide relevant news and insights about accounts based on their industry, location,

or events."

#### QUESTION 14

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

**Correct Answer: A**

**Section:**

**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."

#### QUESTION 15

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

**Correct Answer: B**

**Section:**

**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."

#### QUESTION 16

What is a sensitive variable that can lead to bias?

- A. Education level
- B. Country
- C. Gender

**Correct Answer: C**

**Section:**

**Explanation:**

"Gender is a sensitive variable that can lead to bias. A sensitive variable is a variable that can potentially cause discrimination or unfair treatment based on a person's identity or characteristics. For example, gender is a sensitive variable because it can affect how people are perceived, treated, or represented by AI systems."

#### QUESTION 17

A marketing manager wants to use AI to better engage their customers. Which functionality provides the best solution?



- A. Journey Optimization
- B. Bring Your Own Model
- C. Einstein Engagement

**Correct Answer: C**

**Section:**

**Explanation:**

"Einstein Engagement provides the best solution for a marketing manager who wants to use AI to better engage their customers. Einstein Engagement is a feature that uses AI to optimize email marketing campaigns by providing insights and recommendations on the best time, frequency, content, and subject lines to send emails to each customer. Einstein Engagement can help increase customer engagement, retention, and loyalty by delivering personalized and relevant messages."

#### QUESTION 18

A Salesforce administrator creates a new field to capture an order's destination country. Which field type should they use to ensure data quality?

- A. Text
- B. Picklist
- C. Number

**Correct Answer: B**

**Section:**

**Explanation:**

"A picklist field type should be used to ensure data quality for capturing an order's destination country. A picklist field type allows the user to select one or more predefined values from a list. A picklist field type can ensure data quality by enforcing consistency, accuracy, and completeness of the data values."

#### QUESTION 19

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

**Correct Answer: B**

**Section:**

**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."

#### QUESTION 20

How does the 'right of least privilege' reduce the risk of handling sensitive personal data?

- A. By limiting how many people have access to data
- B. By reducing how many attributes are collected

C. By applying data retention policies

**Correct Answer: A**

**Section:**

**Explanation:**

"The "right of least privilege" reduces the risk of handling sensitive personal data by limiting how many people have access to data. The "right of least privilege" is a security principle that states that each user or system should have the minimum level of access or privilege necessary to perform their tasks or functions. The "right of least privilege" can help protect sensitive personal data from unauthorized access, misuse, or leakage."

#### QUESTION 21

What is the best method to safeguard customer data privacy?

- A. Automatically anonymize all customer data.
- B. Track customer data consent preferences.
- C. Archive customer data on a recurring schedule.

**Correct Answer: B**

**Section:**

**Explanation:**

"Tracking customer data consent preferences is the best method to safeguard customer data privacy. Data privacy is the right of individuals to control how their personal data is collected, used, shared, or stored by others. Tracking customer data consent preferences means respecting and honoring the choices and preferences of customers regarding their personal data. Tracking customer data consent preferences can help ensure compliance with data privacy laws and regulations, as well as build trust and loyalty with customers."

#### QUESTION 22

What is the key difference between generative and predictive AI?

- A. Generative AI creates new content based on existing data and predictive AI analyzes existing data.
- B. Generative AI finds content similar to existing data and predictive AI analyzes existing data.
- C. Generative AI analyzes existing data and predictive AI creates new content based on existing data.

**Correct Answer: A**

**Section:**

**Explanation:**

"The key difference between generative and predictive AI is that generative AI creates new content based on existing data and predictive AI analyzes existing data. Generative AI is a type of AI that can generate novel content such as images, text, music, or video based on existing data or inputs. Predictive AI is a type of AI that can analyze existing data or inputs and make predictions or recommendations based on patterns or trends."

#### QUESTION 23

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

**Correct Answer: A**

**Section:**

**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."

#### QUESTION 24

What is a key characteristic of machine learning in the context of AI capabilities?

- A. Uses algorithms to learn from data and make decisions
- B. Relies on preprogrammed rules to make decisions
- C. Can perfectly mimic human intelligence and decision-making

**Correct Answer: A**

**Section:**

**Explanation:**

"Machine learning is a key characteristic of AI capabilities that uses algorithms to learn from data and make decisions. Machine learning is a branch of AI that enables computers to learn from data without being explicitly programmed. Machine learning algorithms can analyze data, identify patterns, and make predictions or recommendations based on the data."

#### QUESTION 25

Cloud Kicks wants to ensure that multiple records for the same customer are removed in Salesforce.

Which feature should be used to accomplish this?

- A. Duplicate management
- B. Trigger deletion of old records
- C. Standardized field names

**Correct Answer: A**

**Section:**

**Explanation:**

"Duplicate management should be used to remove multiple records for the same customer in Salesforce. Duplicate management is a feature that helps prevent and manage duplicate records in Salesforce. Duplicate management can help define matching rules, duplicate rules, and alert messages to detect and merge duplicate records."

#### QUESTION 26

An administrator at Cloud Kicks wants to ensure that a field is set up on the customer record so their preferred name can be captured.

Which Salesforce field type should the administrator use to accomplish this?

- A. Multi-Select Picklist
- B. Text
- C. Rich Text Area

**Correct Answer: B**

**Section:**

**Explanation:**

"A text field type should be used to capture the customer's preferred name. A text field type allows the user to enter any combination of letters, numbers, or symbols. A text field type can be used to store names, addresses, phone numbers, or other personal information."

#### QUESTION 27

What is a possible outcome of poor data quality?



- A. AI models maintain accuracy but have slower response times.
- B. Biases in data can be inadvertently learned and amplified by AI systems.
- C. AI predictions become more focused and less robust.

**Correct Answer: B**

**Section:**

**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."

#### **QUESTION 28**

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

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

**Correct Answer: C**

**Section:**

**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."

#### **QUESTION 29**

What is an implication of user consent in regard to AI data privacy?

- A. AI ensures complete data privacy by automatically obtaining user consent.
- B. AI infringes on privacy when user consent is not obtained.
- C. AI operates Independently of user privacy and consent.

**Correct Answer: B**

**Section:**

**Explanation:**

"AI infringes on privacy when user consent is not obtained. User consent is the permission or agreement given by a user to allow their personal data to be collected, used, shared, or stored by others. User consent is an important aspect of data privacy, which is the right of individuals to control how their personal data is handled by others. AI infringes on privacy when user consent is not obtained because it violates the user's rights and preferences regarding their personal data."

#### **QUESTION 30**

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.

**Correct Answer: B**

**Section:**

**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."

**QUESTION 31**

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

**Correct Answer: A**

**Section:**

**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."

**QUESTION 32**

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 in the dataset
- B. Size of the dataset
- C. Age of the dataset

**Correct Answer: B**

**Section:**

**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."

**QUESTION 33**

What is machine learning?

- A. AI that can grow its intelligence
- B. AI that creates new content
- C. A data model used in Salesforce

**Correct Answer: C**

**Section:**

**Explanation:**

"A data model is a machine learning feature used in Salesforce. A data model is a representation or abstraction of a real-world phenomenon or process using data structures and algorithms. A data model can be used to describe, analyze, or predict various aspects of the phenomenon or process using machine learning techniques."

