



Actual exam question from Salesforce's Certified AI Associate

Question #: 1

Topic #: 1

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Which type of bias imposes a system's values on others?

- A. Association
- B. Automation
- C. Societal

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Actual exam question from Salesforce's Certified AI Associate

Question #: 2

Topic #: 1

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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. Data modeling and management
- C. Sales dashboards and reporting

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Actual exam question from Salesforce's Certified AI Associate

Question #: 3

Topic #: 1

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What is the most likely impact that high-quality data will have on customer relationships?

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

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Question #: 4

Topic #: 1

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What are the key components of the data quality standard?

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

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Question #: 5

Topic #: 1

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What is the role of Salesforce's Trusted AI Principles in the context of CRM systems?

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

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Question #: 6

Topic #: 1

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What is a benefit of data quality and transparency as it pertains to bias in generative AI?

- A. Chances of bias are aggravated.
- B. Chances of bias are removed.
- C. Chances of bias are mitigated.

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Actual exam question from Salesforce's Certified AI Associate

Question #: 7

Topic #: 1

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A business analyst (BA) wants to improve business by enhancing their sales processes and customer support.

Which AI applications should the BA use to meet their needs?

- A. Sales data cleansing and customer support data governance
- B. Machine learning models and chatbot predictions
- C. Lead scoring, opportunity forecasting, and case classification

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Question #: 8

Topic #: 1

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How does AI within CRM help sales representatives better understand previous customer interactions?

- A. Creates, localizes, and translates product descriptions
- B. Provides call summaries
- C. Triggers personalized service replies

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Question #: 9

Topic #: 1

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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

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Question #: 10

Topic #: 1

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A data quality expert at Cloud Kicks wants to ensure that each new contact contains at least an email address or phone number.

Which feature should they use to accomplish this?

- A. Validation rule
- B. Autofill
- C. Duplicate matching rule

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Question #: 11

Topic #: 1

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In the context of Salesforce's Trusted AI Principles, what does the principle of Empowerment primarily aim to achieve?

- A. Empower users of all skill levels to build AI applications with clicks, not code.
- B. Empower users to solve challenging technical problems using neural networks.
- C. Empower users to contribute to the growing body of knowledge of leading AI research.

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Question #: 12

Topic #: 1

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Cloud Kicks wants to use an AI model to predict the demand for shoes using historical data on sales and regional characteristics.

What is an essential data quality dimension to achieve this goal?

- A. Age
- B. Reliability
- C. Volume

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Question #: 13

Topic #: 1

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A financial institution plans a campaign for preapproved credit cards.

How should they implement Salesforce's Trusted AI Principle of Transparency?

- A. Communicate how risk factors such as credit score can impact customer eligibility.
- B. Flag sensitive variables and their proxies to prevent discriminatory lending practices.
- C. Incorporate customer feedback into the model's continuous training.

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Question #: 14

Topic #: 1

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What is a key challenge of human-AI collaboration in decision-making?

- A. Leads to more informed and balanced decision-making
- B. Creates a reliance on AI, potentially leading to less critical thinking and oversight
- C. Reduces the need for human involvement in decision-making processes

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Question #: 15

Topic #: 1

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

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

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Question #: 16

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What is machine learning?

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

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Question #: 17

Topic #: 1

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The Cloud Kicks technical team is assessing the effectiveness of their AI development processes.

Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solutions?

- A. Ethical AI Prediction Maturity Model
- B. Ethical AI Practice Maturity Model
- C. Ethical AI Process Maturity Model

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Question #: 18

Topic #: 1

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What is a potential source of bias in training data for AI models?

- A. The data is collected in real time from source systems.
- B. The data is collected from a diverse range of sources and demographics.
- C. The data is skewed toward a particular demographic or source.

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Question #: 19

Topic #: 1

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Cloud Kicks wants to use AI to enhance its sales processes and customer support.

Which capability should they use?

- A. Sales Path and Automated Case Escalations
- B. Einstein Lead Scoring and Case Classification
- C. Dashboard of Current Leads and Cases

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Question #: 20

Topic #: 1

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What can bias in AI algorithms in CRM lead to?

- A. Ethical challenges in CRM systems
- B. Advertising cost increases
- C. Personalization and targeted marketing changes

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Question #: 21

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

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

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Question #: 22

Topic #: 1

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A system admin recognizes the need to put a data management strategy in place.

What is a key component of a data management strategy?

- A. Naming Convention
- B. Color Coding
- C. Data Backup

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Question #: 24

Topic #: 1

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What is an example of ethical debt?

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

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Question #: 25

Topic #: 1

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A consultant conducts a series of Consequence Scanning Workshops to support testing diverse datasets.

Which Salesforce Trusted AI Principle is being practiced?

- A. Accountability
- B. Inclusivity
- C. Transparency

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Question #: 26

Topic #: 1

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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 picklist.

Which dimension of data quality is affected in this scenario?

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

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Question #: 27

Topic #: 1

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A marketing manager wants to use AI to better engage their customers.

Which functionality provides the best solution?

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

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Question #: 28

Topic #: 1

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Which action should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind?

- A. Be transparent when AI has created and autonomously delivered content.
- B. Develop right-sized models to reduce our carbon footprint.
- C. Create guardrails that mitigate toxicity and protect PII.

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Question #: 29

Topic #: 1

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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. Consent

C. Usage

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Question #: 30

Topic #: 1

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What is a potential outcome of using poor-quality data in AI applications?

- A. AI models may produce biased or erroneous results.
- B. AI models become more interpretable.
- C. AI model training becomes slower and less efficient.

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Question #: 31

Topic #: 1

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

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

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Question #: 32

Topic #: 1

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Cloud Kicks wants to decrease the workload for its customer care agents by implementing a chatbot on its website that partially deflects incoming cases by answering frequently asked questions.

Which field of AI is most suitable for this scenario?

- A. Natural language processing
- B. Predictive analytics
- C. Computer vision

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Actual exam question from Salesforce's Certified AI Associate

Question #: 33

Topic #: 1

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Which data does Salesforce automatically exclude from Marketing Cloud Einstein engagement model training to mitigate bias and ethical risks?

- A. Cryptographic
- B. Geographic
- C. Demographic

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Question #: 34

Topic #: 1

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Which statement exemplifies Salesforce's honesty guideline when training AI models?

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

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Actual exam question from Salesforce's Certified AI Associate

Question #: 35

Topic #: 1

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What are some of the ethical challenges associated with AI development?

- A. Implicit transparency of AI systems, which makes it easy for users to understand and trust their decisions
- B. Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes
- C. Inherent neutrality of AI systems, which eliminates any potential for human bias in decision-making

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Question #: 36

Topic #: 1

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What is one way to achieve transparency in AI?

- A. Allow users to give feedback regarding the inferences the AI makes about them.
- B. Establish an ethical and unbiased culture amongst those involved.
- C. Communicate AI goals and objectives with those involved prior to all interactions.

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Question #: 37

Topic #: 1

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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. Age
- B. Duplication
- C. Consistency

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Actual exam question from Salesforce's Certified AI Associate

Question #: 38

Topic #: 1

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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 applying data retention policies
- C. By reducing how many attributes are collected

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Question #: 39

Topic #: 1

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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. Reduced need for healthcare expertise in interpreting AI outputs
- C. Ensured compatibility of AI algorithms with the system's infrastructure

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Question #: 40

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What is a sensitive variable that can lead to bias?

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

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Question #: 41

Topic #: 1

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

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

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Question #: 42

Topic #: 1

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Which features of Einstein enhance sales efficiency and effectiveness?

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

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Actual exam question from Salesforce's Certified AI Associate

Question #: 43

Topic #: 1

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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.

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Actual exam question from Salesforce's Certified AI Associate

Question #: 44

Topic #: 1

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

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Actual exam question from Salesforce's Certified AI Associate

Question #: 45

Topic #: 1

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What should organizations do to ensure data quality for their AI initiatives?

- A. Prioritize model fine-tuning over data quality improvements.
- B. Collect and curate high-quality data from reliable sources.
- C. Rely on AI algorithms to automatically handle data quality issues.

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Actual exam question from Salesforce's Certified AI Associate

Question #: 46

Topic #: 1

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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

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Actual exam question from Salesforce's Certified AI Associate

Question #: 47

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

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

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Question #: 48

Topic #: 1

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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

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Actual exam question from Salesforce's Certified AI Associate

Question #: 49

Topic #: 1

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

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

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