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QUESTION 1

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

"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 2

Which AI tool is a web of connections, guided by weights and biases?

A. Neural networks

B. Predictive Analytics

C. Rules- based systems

D. Mark this item for later review,

Correct Answer: A

Neural networks are a key AI tool designed as a web of interconnected nodes, similar to the human brain\'s structure. Each connection, or synapse, in a neural network is guided by weights and biases that are adjusted during the learning process. These weights and biases determine the strength and influence of one node over another, facilitating complex pattern recognition and decision-making processes. Neural networks are extensively used in machine learning for tasks like image and speech recognition, among others. For more on neural networks in the context of Salesforce AI, see the Salesforce AI documentation on Neural Networks.

QUESTION 3

What can bias in AI algorithms in CRM lead to?

A. Personalization and target marketing changes

B. Advertising cost increases

C. Ethical challenges in CRM systems

Correct Answer: C

"Bias in AI algorithms in CRM can lead to ethical challenges in CRM systems. Bias means that AI algorithms favor or

discriminate certain groups or outcomes based on irrelevant or unfair criteria. Bias can affect the fairness and ethics of CRM systems, as they may affect how customers are perceived, treated, or represented by AI algorithms. For example, bias can lead to ethical challenges in CRM systems if AI algorithms make inaccurate or harmful predictions or recommendations based on customers\\' identity or characteristics."

QUESTION 4

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.

Correct Answer: B

"Flagging sensitive variables and their proxies to prevent discriminatory lending practices is how they should implement Salesforce\\'s Trusted AI Principle of Transparency. Transparency is one of the Trusted AI Principles that states 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. Flagging sensitive variables and their proxies means identifying and marking variables that can potentially cause discrimination or unfair treatment based on a person\\'s identity or characteristics, such as age, gender, race, income, or credit score. Flagging sensitive variables and their proxies can help implement Transparency by allowing users to understand and evaluate the data used or generated by AI systems."

QUESTION 5

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 frequency asked questions Which field of AI is most suitable for this scenario?

A. Natural language processing

B. Computer vision

C. Predictive analytics

Correct Answer: A

"Natural language processing is the field of AI that is most suitable for this scenario. Natural language processing (NLP) is a branch of AI that enables computers to understand and generate natural language, such as speech or text. NLP can be used to create conversational interfaces that can interact with users using natural language, such as chatbots. Chatbots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the user\\'s intent and context."

QUESTION 6

A business analyst (BA) is preparing a new use case for AI. They run a report to check for null values in the attributes they plan to use.

Which data quality component Is the BA verifying by checking for null values?

A. Duplication

B. Usage

C. Completeness

Correct Answer: C

By checking for null values, a business analyst (BA) is verifying the data quality component of completeness. Completeness refers to the absence of missing values or gaps in the data, which is essential for the accuracy and reliability of reports and analytics used in AI models. Null values can indicate incomplete data, which may adversely affect the performance of AI applications by leading to incorrect predictions or insights. Salesforce emphasizes the importance of data completeness for effective data analysis and provides tools for data quality assessment and improvement. Details on handling data completeness in Salesforce can be explored at Salesforce Help Data Management.

QUESTION 7

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.

Correct Answer: B

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.

QUESTION 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

Correct Answer: A

"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 9

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

"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 10

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

"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 11

A service leader wants use AI to help customer resolve their issues quicker in a guided self-serve application.

Which Einstein functionality provides the best solution?

A. Case Classification

B. Bots

C. Recommendation

Correct Answer: B

"Bots provide the best solution for a service leader who wants to use AI to help customers resolve their issues quicker in a guided self-serve application. Bots are a feature that uses natural language processing (NLP) and natural language understanding (NLU) to create conversational interfaces that can interact with customers using text or voice. Bots can help automate and streamline customer service processes by providing answers, suggestions, or actions based on the customer\\'s intent and context."

QUESTION 12

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

"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 13

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

"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 14

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

"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 15

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

"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."

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