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Question 1

Question Type: MultipleChoice

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

Which feature should be used to accomplish this?

Options:

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

Answer:

A

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 2

Question Type: MultipleChoice

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

Options:

- 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

Answer:

A

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 3

Question Type: MultipleChoice

What is a key benefit of effective interaction between humans and AI systems?

Options:

- 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."

Question 4

Question Type: MultipleChoice

What is the key difference between generative and predictive AI?

Options:

- 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.

Answer:

A

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 5

Question Type: MultipleChoice

What is the best method to safeguard customer data privacy?

Options:

A- Automatically anonymize all customer data.

B- Track customer data consent preferences.

C- Archive customer data on a recurring schedule.

Answer:

B

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 6

Question Type: MultipleChoice

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

Options:

- A- By limiting how many people have access to data
- B- By reducing how many attributes are collected
- C- By applying data retention policies

Answer:

A

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 7

Question Type: MultipleChoice

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?

Options:

- 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."

Question 8

Question Type: MultipleChoice

A Salesforce administrator creates a new field to capture an order's destination country.

Which field type should they use to ensure data quality?

Options:

A- Text

B- Picklist

C- Number

Answer:

B

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 9

Question Type: MultipleChoice

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

Which functionality provides the best solution?

Options:

A- Journey Optimization

B- Bring Your Own Model

C- Einstein Engagement

Answer:

C

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 10

Question Type: MultipleChoice

What is a sensitive variable that can lead to bias?

Options:

A- Education level

B- Country

C- Gender

Answer:

C

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 11

Question Type: MultipleChoice

What is the main focus of the Accountability principle in Salesforce's Trusted AI Principles?

Options:

- 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."

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