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Question 1

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?

Options:

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."

Question 2

How does data quality impact the trustworthiness of AI-driven decisions?

Options:

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.

Answer:

B

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 3

Question Type: MultipleChoice

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

Options:

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.

Answer:

B

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 4

Question Type: **MultipleChoice**

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

Options:

A- Transactional

B- Engagement

C- Demographic

Answer:

C

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 5

Question Type: MultipleChoice

What is a possible outcome of poor data quality?

Options:

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.

Answer:

B

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 6

Question Type: MultipleChoice

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?

Options:

A- Multi-Select Picklist

B- Text

C- Rich Text Area

Answer:

B

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."