

# **Free Questions for Salesforce-AI-Associate**

**Shared by Walters on 04-10-2024**

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# Question 1

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**Question Type:** MultipleChoice

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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?

## Options:

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- A- Confirmation
- B- Survivorship
- C- Societal

## Answer:

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A

## Explanation:

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"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 2

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**Question Type:** MultipleChoice

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Which features of Einstein enhance sales efficiency and effectiveness?

**Options:**

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- 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

**Answer:**

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C

## Explanation:

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"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 3

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### Question Type: MultipleChoice

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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?

## Options:

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

## Answer:

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B

## Explanation:

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"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 4

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### Question Type: MultipleChoice

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Cloud Kicks wants to develop a solution to predict customers product interests based on historical dat

a. 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?

**Options:**

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

**Answer:**

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C

**Explanation:**

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"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 5

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**Question Type:** MultipleChoice

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Cloud Kicks is testing a new AI model.

Which approach aligns with Salesforce's Trusted AI Principle of Inclusivity?

**Options:**

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**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.

**Answer:**

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C

**Explanation:**

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"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 6

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**Question Type:** MultipleChoice

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How does an organization benefit from using AI to personalize the shopping experience of online customers?

### Options:

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- 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.

### Answer:

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B

### Explanation:

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"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 7

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**Question Type:** MultipleChoice

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

### Options:

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- 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

### Answer:

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B

### Explanation:

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"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 8

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**Question Type: MultipleChoice**

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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?

### Options:

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- 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.

**Answer:**

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A

**Explanation:**

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"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."

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