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# Question 1

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**Question Type:** MultipleChoice

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Which type of AI can enhance customer service agents' email responses by analyzing the written content of previous emails?

## Options:

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- A- Natural language processing
- B- Machine learning
- C- Deep learning

## Answer:

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A

## Explanation:

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Natural language processing (NLP) is the type of AI that can enhance customer service agents' email responses by analyzing the written content of previous emails. NLP technologies interpret and generate human language, allowing AI systems to understand, respond to, and even anticipate customer needs based on email interactions. This capability helps in crafting more relevant, accurate, and personalized email responses, improving customer service quality. Salesforce utilizes NLP in its Einstein AI platform to augment various

customer service functions. More about Salesforce Einstein's NLP capabilities can be found on the [Salesforce Einstein page at Salesforce Einstein NLP](#).

## Question 2

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**Question Type:** MultipleChoice

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What is one technique to mitigate bias and ensure fairness in AI applications?

**Options:**

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- A-** Ongoing auditing and monitoring of data that is used in AI applications
- B-** Excluding data features from the AI application to benefit a population
- C-** Using data that contains more examples of minority groups than majority groups

**Answer:**

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A

## **Explanation:**

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A technique to mitigate bias and ensure fairness in AI applications is ongoing auditing and monitoring of the data used in AI applications. Regular audits help identify and address any biases that may exist in the data, ensuring that AI models function fairly and without prejudice. Monitoring involves continuously checking the performance of AI systems to safeguard against discriminatory outcomes. Salesforce emphasizes the importance of ethical AI practices, including transparency and fairness, which can be further explored through Salesforce's AI ethics guidelines at [Salesforce AI Ethics](#).

## **Question 3**

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### **Question Type: MultipleChoice**

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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?

### **Options:**

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- A-** Redesign the lead conversion process,
- B-** Review and update missing lead information.

**C-** Prioritize active leads quarterly.

**Answer:**

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B

**Explanation:**

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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 4

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**Question Type:** MultipleChoice

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Cloud Kicks wants to evaluate its data quality to ensure accurate and up-to-date records.

Which type of records negatively impact data quality?

**Options:**

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A- Structured

B- Complete

C- Duplicate

**Answer:**

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C

**Explanation:**

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Duplicate records negatively impact data quality by creating inconsistencies and confusion in database management, leading to potential errors in customer relationship management (CRM) systems like Salesforce. Duplicates can skew analytics results, lead to inefficiencies in customer service, and result in redundant marketing efforts. Salesforce offers various tools to identify and merge duplicate records, thereby maintaining high data integrity. More about managing duplicate records in Salesforce and ensuring data quality can be found in Salesforce's documentation on duplicate management at [Salesforce Duplicate Management](#).

## Question 5

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**Question Type: MultipleChoice**

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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?

**Options:**

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- A- Duplication
- B- Usage
- C- Completeness

**Answer:**

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C

**Explanation:**

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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](#)

## Question 6

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**Question Type:** MultipleChoice

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A developer has a large amount of data, but it is scattered across different systems and is not standardized.

Which key data quality element should they focus on to ensure the effectiveness of the AI models?

**Options:**

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**A-** Performance

**B-** Consistency

**C-** Volume

**Answer:**

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B



## **Explanation:**

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When data is scattered and not standardized, the key data quality element a developer should focus on is consistency. Consistency refers to the uniformity and standardization of data across different systems, which is crucial for integrating and analyzing data effectively, especially when developing AI models. Inconsistent data can lead to errors in analysis, poor AI model performance, and misleading insights. Salesforce provides tools and practices for ensuring data consistency, such as data integration and management solutions that help standardize and synchronize data across platforms. For more information on Salesforce data management, refer to the Salesforce data management tools at [Salesforce Data Management](#).

## **Question 7**

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### **Question Type: MultipleChoice**

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What are the potential consequences of an organization suffering from poor data quality?

### **Options:**

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- A-** Low employee morale, stock devaluation, and inability to attract top talent
- B-** Revenue loss, poor customer service, and reputational damage

**C-** Technical debt, monolithic system architecture, and slow ETL throughput

**Answer:**

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B

**Explanation:**

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The potential consequences of an organization suffering from poor data quality include revenue loss, poor customer service, and reputational damage. Poor data quality can lead to inaccurate analytics and decision-making, impacting customer interactions, marketing strategies, and financial forecasting. These issues ultimately affect customer satisfaction and could lead to financial losses and a damaged brand reputation. Salesforce highlights the importance of maintaining high data quality for effective CRM and AI applications, offering various tools and best practices to enhance data integrity. For guidance on managing and improving data quality in Salesforce, see the Salesforce documentation on data quality at [Salesforce Data Quality](#).

## Question 8

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**Question Type:** MultipleChoice

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What is the significance of explainability of trusted AI systems?

**Options:**

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- A- Increases the complexity of AI models
- B- Enhances the security and accuracy of AI models
- C- Describes how AI models make decisions

**Answer:**

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C

**Explanation:**

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The significance of the explainability of trusted AI systems is that it describes how AI models make decisions. Explainability is crucial for building trust and accountability in AI systems, ensuring that users and stakeholders understand the decision-making processes and outcomes generated by AI. This is particularly important in scenarios where AI decisions impact personal or financial status, such as in credit scoring or healthcare diagnostics. Salesforce emphasizes the importance of explainable AI through its ethical AI practices, aiming to make AI systems more transparent and understandable. More details about Salesforce's approach to ethical and explainable AI can be found in Salesforce AI ethics resources at [Salesforce AI Ethics](#).

## Question 9

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**Question Type:** MultipleChoice

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Cloud Kicks' latest email campaign is struggling to attract new customers.

How can AI increase the company's customer email engagement?

**Options:**

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- A- Create personalized emails
- B- Resend emails to inactive recipients
- C- Remove invalid email addresses

**Answer:**

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A

**Explanation:**

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AI can significantly increase customer email engagement by creating personalized emails. Salesforce Einstein AI enhances email marketing campaigns by analyzing customer data and past interactions to tailor the content, timing, and recommendations within emails. This personalization leads to higher engagement rates as emails resonate more closely with individual preferences and behaviors. Salesforce Marketing Cloud provides tools to leverage AI for crafting personalized email campaigns, ensuring that emails are relevant and appealing to recipients. For more insights into how AI can be used to enhance email marketing, see the [Salesforce Marketing Cloud page at Salesforce Marketing Cloud Email Studio](#).

## Question 10

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**Question Type:** MultipleChoice

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Cloud Kicks plans to use automated chat as its primary support channel.

Which Einstein feature should they use?

**Options:**

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**A-** Discovery

**B-** Bots

**C-** Next Best Action

**Answer:**

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B

**Explanation:**

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For Cloud Kicks, using automated chat as the primary support channel, the recommended Einstein feature is Bots. Einstein Bots are designed to automate customer interactions on common issues through chat and messaging platforms. They can handle routine requests, provide quick answers to frequently asked questions, and escalate more complex issues to human agents. Using Einstein Bots helps improve customer service efficiency and speed, leading to enhanced customer satisfaction. To learn more about setting up and optimizing Einstein Bots for a business, you can visit the Salesforce documentation on Einstein Bots at [Salesforce Einstein Bots](#).

## Question 11

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**Question Type:** MultipleChoice

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What does the term "data completeness" refer to in the context of data quality?

### Options:

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- A- The degree to which all required data points are present in the dataset
- B- The process of aggregating multiple datasets from various databases
- C- The ability to access data from multiple sources in real time

### Answer:

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A

### **Explanation:**

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Data completeness is a measure of data quality that assesses whether all required data points are present in a dataset. It checks for missing values or gaps in data necessary for accurate analysis and decision-making. In the context of Salesforce, ensuring data completeness is crucial for the effectiveness of CRM operations, reporting, and AI-driven applications like Salesforce Einstein, which rely on complete data to function optimally. Salesforce provides various tools and features, such as data validation rules and batch data import processes, that help maintain data completeness across its platform. Detailed guidance on managing data quality in Salesforce can be found in the Salesforce Help documentation on data management at [Salesforce Help Data Management](#).

## **Question 12**

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**Question Type: MultipleChoice**

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What are predictive analytics, machine learning, natural language processing (NLP), and computer vision?

### **Options:**

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**A-** Different types of data models used in Salesforce

**B-** Different types of automation tools used in Salesforce

**C-** Different types of AI that can be applied in Salesforce

**Answer:**

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C

**Explanation:**

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Predictive analytics, machine learning, natural language processing (NLP), and computer vision are all types of artificial intelligence technologies that can be applied in Salesforce to enhance various aspects of business operations and customer interactions. Predictive analytics uses historical data to make predictions about future events. Machine learning involves algorithms that can learn from and make decisions based on data. NLP is concerned with the interactions between computers and humans using natural language, and computer vision interprets and processes visual information from the world to make sense of it in the way humans do. Salesforce harnesses these AI technologies, particularly through its Einstein platform, to provide powerful tools that help businesses automate tasks, make better decisions, and offer more personalized services. For more on how Salesforce utilizes these AI technologies, you can explore the Einstein AI services documentation at [Salesforce Einstein](#).



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