EXAMTOPICS

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Question #1 *Topic 1*

Which type of bias imposes a system's values on others?

A. Association

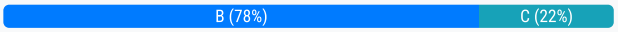
B. Automation

C. Societal

**Suggested Answer:** *C*

Official Answer: C

*Community vote distribution*




**ppremy** Most Recent 1 year, 4 months ago

FROM TRAILHEAD: https://trailhead.salesforce.com/content/learn/modules/responsible-creation-of-artificial-intelligence/recognize-bias-in-ai Automation Bias: Automation bias imposes a system's values on others. Take, for instance, a beauty contest judged by AI in 2016. The goal was to declare the most beautiful women with some notion of objectivity. But the AI in question was trained primarily on images of white women and its learned definition of "beauty" didn't include features more common in people of color. As a result, the AI chose mostly white winners, translating a bias in training data into real world outcomes.

upvoted 3 times

**hcoz** 1 year, 5 months ago

Automation bias imposes a system's values on others. https://trailhead.salesforce.com/content/learn/modules/responsible-creation-of-artificial-intelligence/recognize-bias-in-ai

upvoted 1 times

**ss7049** 1 year, 6 months ago

Societal is correct

upvoted 1 times

**rafakunz** 1 year, 7 months ago

Automation bias imposes a system's values on others. Take, for instance, a beauty contest judged by AI in 2016. The goal was to declare the most beautiful women with some notion of objectivity. But the AI in question was trained primarily on images of white women and its learned definition of "beauty" didn't include features more common in people of color. As a result, the AI chose mostly white winners, translating a bias in training data into real world outcomes.

upvoted 1 times

**rafakunz** 1 year, 7 months ago

The correct answer i C. Societal bias occurs when a system or algorithm reflects and imposes the broader societal values, stereotypes, or inequalities onto its users. This kind of bias emerges when systems are trained on data that is influenced by societal norms, prejudices, or disparities. As a result, the system may unintentionally reinforce these biases in its outcomes.

upvoted 1 times

**shikki** 1 year, 7 months ago

Correct Answer is C Societal:Societal bias refers to biases that stem from the broader societal norms, values, and beliefs that can influence how systems are designed and interpreted. These biases can then be embedded within the system and reflected in its outputs, effectively imposing those societal values onto individuals or groups interacting with it

upvoted 2 times

**louisaok** 1 year, 9 months ago

Automation Bias Automation bias imposes a system's values on others. Take, for instance, a beauty contest judged by AI in 2016. The goal was to declare the most beautiful women with some notion of objectivity. But the AI in question was trained primarily on images of white women and its learned definition of "beauty" didn't include features more common in people of color. As a result, the AI chose mostly white winners, translating a bias in training data into real world outcomes.

upvoted 1 times

**BlatantRegard** 1 year, 10 months ago

The correct answer is C. Societal bias. Explanation: Societal bias occurs when a system or algorithm reflects and imposes the broader societal values, stereotypes, or inequalities onto its users. This kind of bias emerges when systems are trained on data that is influenced by societal norms,

prejudices, or disparities. As a result, the system may unintentionally reinforce these biases in its outcomes. Association bias refers to the bias that comes from algorithms associating certain characteristics (e.g., gender, race) with specific outcomes due to patterns in the data. Automation bias occurs when people place too much trust in automated systems, potentially leading to overreliance on these systems' decisions, even when they are flawed or incorrect. In the context of imposing values, societal bias is the type that spreads the existing societal norms and values, often without consideration for fairness or diversity.

upvoted 3 times

**hobogo** 1 year, 10 months ago

Automation bias imposes a system's values on others. https://trailhead.salesforce.com/trailblazer-community/feed/0D54V00007ifr2CSAQ

upvoted 3 times

**hobogo** 1 year, 10 months ago

Automation bias imposes a system's values on others. https://trailhead.salesforce.com/trailblazer-community/feed/0D54V00007ifr2CSAQGreat Materials answer is def. B

upvoted 3 times

**w2dlazi** 1 year, 10 months ago

Great Materials answer is def. B

upvoted 1 times

**TathagataS** 1 year, 10 months ago

Answer is Automation Bias. Option B. Mentioned in Trailhead module.

upvoted 1 times

**ivo100** 2 years ago

Automation bias imposes a system's values on others. https://trailhead.salesforce.com/content/learn/modules/responsible-creation-of-artificial-intelligence/recognize-bias-in-ai

upvoted 2 times

**Abhijit87** 2 years ago

I think C. Sicietal is the correct answer : Societal bias is the type of bias that imposes a system's values on others. Societal bias is a type of bias that reflects the assumptions, norms, or values of a specific society or culture.

upvoted 1 times

**jhasum** 2 years ago

C. Societal

upvoted 2 times

**uchiken** 2 years, 5 months ago

I think social bias is more correct in terms of inferring the system's values to others. This is because social bias can lead us to judge people or groups based on society's values, which can lead us to think of the system's values to others.

upvoted 2 times

**Jude1337** 2 years, 5 months ago

It is "B"

upvoted 1 times

**Geeblets** 2 years, 6 months ago

Association bias is due to data (eg: if someone search for ties, then show all clothing recommendations that fits a suit and tie occasion); societal bias is due to prejudice (eg: people living in area A are all wealthy) so it has to be automation bias. Automation bias imposes a system's values on others.

upvoted 2 times

**MonBouj** 2 years, 8 months ago

B. Automation

upvoted 2 times

Question #2 *Topic 1*

A sales manager wants to improve their processes using AI in Salesforce.
Which application of AI would be most beneficial?

A. Lead scoring and opportunity forecasting

B. Data modeling and management

C. Sales dashboards and reporting

**Suggested Answer:** *A*
Official Answer: A

*Community vote distribution*
A (100%)

**RoseJacome** Most Recent 1 year, 6 months ago
Lead socoring and opportunity forecasting
upvoted 1 times

**Codeneo** 1 year, 7 months ago
A. Lead scoring and opportunity forecasting
upvoted 1 times

**LukeNguyen** 1 year, 9 months ago
A. Lead scoring and opportunity forecasting
upvoted 2 times

**silentval** 2 years, 1 month ago
A. Lead scoring and opportunity forecasting
upvoted 2 times

**MonBouj** 2 years, 8 months ago
A. Lead scoring and opportunity forecasting
upvoted 3 times

Question #3 *Topic 1*

What is the most likely impact that high-quality data will have on customer relationships?

A. Improved customer trust and satisfaction

B. Increased brand loyalty

C. Higher customer acquisition costs

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*

A (100%)

**Codeneo** Most Recent 1 year, 7 months ago

A. Improved customer trust and satisfaction

upvoted 1 times

**silentval** 2 years, 1 month ago

A. Improved customer trust and satisfaction

upvoted 1 times

**Geeblets** 2 years, 6 months ago

High-quality data ensures that AI models are accurate, unbiased, and robust in their predictions. It allows these models to better predict real-world scenarios and fosters trustworthiness in their applications. From an economic perspective, using high-quality data can maximize the return on investment in AI initiatives. https://trailhead.salesforce.com/content/learn/modules/data_quality/data_quality_getting_started?trailmix_creator_id=strailhead&trailmix_slug=prepare-for-your-salesforce-ai-associate-credential

upvoted 2 times

**MonBouj** 2 years, 8 months ago

A. Improved customer trust and satisfaction

upvoted 2 times

Question #4 *Topic 1*

What are the key components of the data quality standard?

A. Accuracy, Completeness, Consistency

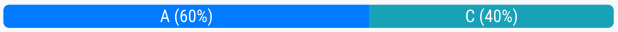
B. Reviewing, Updating, Archiving

C. Naming, Formatting, Monitoring

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*




**vijay_sv01** Most Recent 1 year, 5 months ago

Age, Completeness, Accuracy, Consistency, Duplication, Usage these are the parameters Age: How long ago data was updated Completeness: Data is complete Accuracy: It's Trusted Consistency: Say for ex: one field has DDMMYY in many places and in other places MMDDYY Duplication: Data Cleansing Usage: Harnessing in Reports, Dashboards

upvoted 1 times

**PhanithD** 1 year, 6 months ago

C is standard, A is dimension

upvoted 2 times

**Codeneo** 1 year, 7 months ago

A. Accuracy, Completeness, Consistency

upvoted 1 times

**ARadka** 1 year, 8 months ago

In A: the data quality dimensions are listed but in C -> Components of Data quality standard.
https://trailhead.salesforce.com/content/learn/modules/data_quality/data_quality_improve_quality

upvoted 2 times

**TanujaSijju** 1 year, 8 months ago

Accuracy,

upvoted 1 times

**tempu** 1 year, 10 months ago

Answer: A

upvoted 1 times

**Lughiano** 2 years, 1 month ago

Answer: A

upvoted 1 times

**Geeblets** 2 years, 6 months ago

Bad data (https://trailhead.salesforce.com/content/learn/modules/data_quality/data_quality_getting_started?trailmix_creator_id=strailhead&trailmix_slug=prepare-for-your-salesforce-ai-associate-credential) Missing Records, Duplicate Records, No Data Standards, Incomplete Records, Stale Data Data Quality Dimension (https://trailhead.salesforce.com/content/learn/modules/data_quality/data_quality_assess_your_data?trailmix_creator_id=strailhead&trailmix_slug=prepare-for-your-salesforce-ai-associate-credential) Age, Completeness, Accuracy, Consistency, Duplicate, Usage

upvoted 1 times

**MonBouj** 2 years, 8 months ago

A. Accuracy, Completeness, Consistency

upvoted 2 times

Question #5 *Topic 1*

What is the role of Salesforce's Trusted AI Principles in the context of CRM systems?

A. Outlining the technical specifications for AI integration

B. Providing a framework for AI data model accuracy

C. Guiding ethical and responsible use of AI

**Suggested Answer:** *C*

Official Answer: C

*Community vote distribution*

C (100%)

**Codeneo** Most Recent 1 year, 7 months ago

C. Guiding ethical and responsible use of AI

upvoted 1 times

**Nupur5388** 1 year, 7 months ago

Guiding ethical and responsible use of AI

upvoted 1 times

**silentval** 2 years, 1 month ago

C. Guiding ethical and responsible use of AI

upvoted 1 times

**test12_123** 2 years, 5 months ago

C. develop & use AI safely, accurately, & ethically. https://www.salesforce.com/eu/blog/meet-salesforces-trusted-ai-principles/

upvoted 2 times

**Geeblets** 2 years, 6 months ago

C. develop & use AI safely, accurately, & ethically. https://www.salesforce.com/eu/blog/meet-salesforces-trusted-ai-principles/

upvoted 2 times

**MonBouj** 2 years, 8 months ago

C. Guiding ethical and responsible use of AI

upvoted 4 times

Question #6 *Topic 1*

What is a benefit of data quality and transparency as it pertains to bias in generative AI?

A. Chances of bias are aggravated.

B. Chances of bias are removed.

C. Chances of bias are mitigated.

**Suggested Answer:** *C*

Official Answer: C

*Community vote distribution*

C (100%)

**Nupur5388** Most Recent 1 year, 7 months ago

Chances of bias are mitigated

upvoted 1 times

**silentval** 2 years, 1 month ago

C. Chances of bias are mitigated

upvoted 1 times

**aerodarius** 2 years, 4 months ago

It helps to mitigate the bias, but the possibility of having bias is always present.

upvoted 1 times

**Geeblets** 2 years, 6 months ago

C - data quality helps to manage and maintain bias

upvoted 2 times

**MonBouj** 2 years, 8 months ago

C. Chances of bias are mitigated.

upvoted 2 times

Question #7 *Topic 1*

A business analyst (BA) wants to improve business by enhancing their sales processes and customer support.
Which AI applications should the BA use to meet their needs?

A. Sales data cleansing and customer support data governance

B. Machine learning models and chatbot predictions

C. Lead scoring, opportunity forecasting, and case classification

**Suggested Answer:** *C*
Official Answer: C

*Community vote distribution*
C (100%)

**Codeneo** Most Recent 1 year, 7 months ago
C. Lead scoring, opportunity forecasting, and case classification
upvoted 1 times

**Geeblets** 2 years ago
C. https://trailhead.salesforce.com/content/learn/modules/artificial-intelligence-for-business?trailmix_creator_id=strailhead&trailmix_slug=prepare-for-your-salesforce-ai-associate-credential and https://trailhead.salesforce.com/content/learn/modules/artificial-intelligence-for-customer-service?trailmix_creator_id=strailhead&trailmix_slug=prepare-for-your-salesforce-ai-associate-credential
upvoted 3 times

**MonBouj** 2 years, 2 months ago
C. Lead scoring, opportunity forecasting, and case classification
upvoted 2 times

Question #8 *Topic 1*

How does AI within CRM help sales representatives better understand previous customer interactions?

A. Creates, localizes, and translates product descriptions

B. Provides call summaries

C. Triggers personalized service replies

**Suggested Answer:** *B*

Official Answer: B

*Community vote distribution*

B (100%)

**Codeneo** Most Recent 1 year, 7 months ago

B. Provides call summaries

upvoted 1 times

**silentval** 2 years, 1 month ago

B. Provides call summaries

upvoted 1 times

**vikas_mule** 2 years, 6 months ago

C. Triggers personalized service replies

upvoted 2 times

**Geeblets** 2 years, 6 months ago

B. Keyword in the question is "previous".

upvoted 2 times

**MonBouj** 2 years, 8 months ago

B. Provides call summaries

upvoted 2 times

Question #9 *Topic 1*

Why is it critical to consider privacy concerns when dealing with AI and CRM data?

A. Ensures compliance with laws and regulations

B. Confirms the data is accessible to all users

C. Increases the volume of data collected

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*

A (100%)

**Codeneo** Most Recent 1 year, 7 months ago

A. Ensures compliance with laws and regulations

upvoted 1 times

**Geeblets** 2 years ago

A - compliance

upvoted 3 times

**MonBouj** 2 years, 2 months ago

A. Ensures compliance with laws and regulations

upvoted 4 times

Question #10 *Topic 1*

A data quality expert at Cloud Kicks wants to ensure that each new contact contains at least an email address or phone number.
Which feature should they use to accomplish this?

A. Validation rule

B. Autofill

C. Duplicate matching rule

**Suggested Answer:** *A*
Official Answer: A

*Community vote distribution*
A (100%)

**stermoum13** Most Recent 1 year, 10 months ago
A. Validation Rule
upvoted 1 times

**Geeblets** 2 years, 6 months ago
A. Want to make sure that phone numbers follow a particular format? Set up validation rules for any field.
https://trailhead.salesforce.com/content/learn/modules/data_quality/data_quality_improve_quality?trailmix_creator_id=strailhead&trailmix_slug=prepare-for-your-salesforce-ai-associate-credential
upvoted 3 times

**MonBouj** 2 years, 8 months ago
A. Validation rule
upvoted 2 times

Question #11 *Topic 1*

In the context of Salesforce's Trusted AI Principles, what does the principle of Empowerment primarily aim to achieve?

A. Empower users of all skill levels to build AI applications with clicks, not code.

B. Empower users to solve challenging technical problems using neural networks.

C. Empower users to contribute to the growing body of knowledge of leading AI research.

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*




**Codeneo** Most Recent 1 year, 7 months ago

A. Empower users of all skill levels to build AI applications with clicks, not code.

upvoted 1 times

**Geeblets** 2 years ago

A. "We strive to abstract away the complexity of AI to make it possible for people of all technical skill levels -- not only advanced data scientists -- to build AI applications with just clicks, not code." https://blog.salesforceairesearch.com/meet-salesforces-trusted-ai-principles/#empowering

upvoted 3 times

**MonBouj** 2 years, 2 months ago

A. Empower users of all skill levels to build AI applications with clicks, not code.

upvoted 2 times

Question #12 *Topic 1*

Cloud Kicks wants to use an AI model to predict the demand for shoes using historical data on sales and regional characteristics.
What is an essential data quality dimension to achieve this goal?

A. Age

B. Reliability

C. Volume

**Suggested Answer:** *B*
Official Answer: B

*Community vote distribution*
A (70%) B (30%)

**Geeblets** Highly Voted 2 years, 6 months ago
Data quality dimensions: Age, Completeness, Accuracy, Consistency, Duplication, Usage.
https://trailhead.salesforce.com/content/learn/modules/data_quality/data_quality_assess_your_data?trailmix_creator_id=strailhead&trailmix_slug=prepare-for-your-salesforce-ai-associate-credential
upvoted 12 times

**Tazs** Highly Voted 2 years, 9 months ago
Age is the only data quilty dimension in the options
upvoted 12 times

**Melinamlh** Most Recent 1 year, 6 months ago
it's B
upvoted 1 times

**SHAAZ10** 1 year, 7 months ago
When aiming to predict shoe demand using historical sales data and regional characteristics, ensuring reliable data is essential. Reliability in data quality refers to the degree to which data is accurate, consistent, and trustworthy, directly impacting the effectiveness of AI models. Inaccurate or inconsistent data can lead to flawed predictions, adversely affecting decision-making processes. While volume (the amount of data) and age (the recency of data) are important considerations, they are secondary to reliability. A large dataset is beneficial only if the data is reliable; similarly, recent data is valuable only when its accuracy and consistency are ensured. Therefore, among the options provided, A. Reliability is the most critical data quality dimension to focus on for accurately predicting shoe demand.
upvoted 2 times

**AnnaMegar** 1 year, 8 months ago
Age is the solution
upvoted 2 times

**peterguirgis** 1 year, 10 months ago
Reliability accounts for consistency and accuracy
upvoted 2 times

**Dinesh_Khandelwal** 1 year, 11 months ago
I asked this question to chatGPT and here is the reply The correct answer is B. Reliability. For Cloud Kicks to use an AI model to accurately predict shoe demand, reliable data is essential. Reliability refers to the consistency and accuracy of the data, ensuring that the historical sales data and regional characteristics are trustworthy and can lead to accurate predictions. Here's why the other options are less relevant: A. Age: While the age or recency of data can be important, it is not the most essential data quality dimension in this case. Older data can still be useful if it's reliable and relevant. C. Volume: Having a large amount of data (volume) is helpful for AI models, but without reliability, even large datasets can lead to poor predictions. Thus, reliable data is crucial to ensure the AI model makes accurate and consistent predictions.
upvoted 2 times

**test123_emailtupmailcom** 1 year, 11 months ago
I believe letter B because "Reliability" is kinda synonym for "Accuracy" and "Consistency", which are both more related to the theme of the question than "Age".
upvoted 1 times

**docxdmd** 2 years, 4 months ago

A is the correct and only choice that is a "Data quality dimension". I get how B seems like it would be correct but this question isn't asking you to make up your own "data quality dimensions" its asking out of the 6 (Age, Completeness, Accuracy, Consistency, Duplication, Usage) which is appropriate here. Please stop confidently writing the wrong answer (B) with no explanation and no evidence.

upvoted 5 times

**uchiken** 2 years, 5 months ago

B. ReliabilityB isnt a choice

upvoted 3 times

**uchiken** 2 years, 5 months ago

**Selected Answer: B**

B. Reliability

upvoted 3 times

**docxdmd** 2 years, 4 months ago

B isnt a choice

upvoted 1 times

**MonBouj** 2 years, 8 months ago

B. ReliabilityB is not a "data quality dimension"

upvoted 4 times

**MonBouj** 2 years, 8 months ago

**Selected Answer: B**

B. Reliability

upvoted 4 times

**docxdmd** 2 years, 4 months ago

B is not a "data quality dimension"

upvoted 1 times

**Pratap569** 2 years, 8 months ago

Age only data quilty dimension in the option

upvoted 3 times

Question #13 *Topic 1*

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.

**Suggested Answer:** *B*
Official Answer: B

*Community vote distribution*
A (68%) B (32%)

**Geeblets** Highly Voted 2 years, 6 months ago
A. Transparency includes not only how we build our models but also why they made the prediction or recommendation they did.
https://blog.salesforceairesearch.com/meet-salesforces-trusted-ai-principles/#transparent-1
upvoted 10 times

**shiowbah** Highly Voted 2 years, 7 months ago
A. Communicate how risk factors such as credit score can impact customer eligibility.
upvoted 7 times

**Nupur5388** Most Recent 1 year, 7 months ago
Flag sensitive variables and their proxies to prevent discriminatory lending practices
upvoted 1 times

**COCOMAR** 1 year, 8 months ago
Explanation "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."
upvoted 1 times

**ravikumarjayaraj1995** 1 year, 9 months ago
https://www.salesforce.com/eu/blog/meet-salesforces-trusted-ai-principles/
upvoted 1 times

**test123_emailtupmailcom** 1 year, 11 months ago
It's common sense that Transparency relates to clear communication of how things are done. So letter A is the only one that applies in this context.
upvoted 1 times

**uchiken** 2 years, 5 months ago
A. Communicate how risk factors such as credit score can impact customer eligibility.
upvoted 2 times

**MonBouj** 2 years, 8 months ago
B. Flag sensitive variables and their proxies to prevent discriminatory lending practices
upvoted 3 times

Question #14 *Topic 1*

What is a key challenge of human-AI collaboration in decision-making?

A. Leads to more informed and balanced decision-making

B. Creates a reliance on AI, potentially leading to less critical thinking and oversight

C. Reduces the need for human involvement in decision-making processes

**Suggested Answer:** *B*

Official Answer: B

*Community vote distribution*

B (100%)

**Geeblets** Most Recent 2 years ago

Reliance on AI

upvoted 1 times

**MonBouj** 2 years, 2 months ago

B. Creates a reliance on AI, potentially leading to less critical thinking and oversight

upvoted 2 times

Question #15 *Topic 1*

Which best describes the difference between predictive AI and generative AI?

A. Predictive AI and generative AI have the same capabilities but differ in the type of input they receive; predictive AI receives raw data whereas generative AI receives natural language.

B. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI does not use machine learning to generate its output.

C. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine leaning to generate new and original output for a given input.

**Suggested Answer:** *C*

Official Answer: C

*Community vote distribution*




**Codeneo** Most Recent 1 year, 7 months ago

C. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine leaning to generate new and original output for a given input.

upvoted 1 times

**COCOMAR** 1 year, 8 months ago

C. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine leaning to generate new and original output for a given input.

upvoted 1 times

**the_var** 1 year, 9 months ago

Point to ponder: Does Generative AI generate original output (everytime?) for a given input?

upvoted 1 times

**uchiken** 1 year, 11 months ago

C. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine leaning to generate new and original output for a given input.

upvoted 1 times

**Geeblets** 2 years ago

C. At their foundation, both generative AI and predictive AI use machine learning. However, generative AI turns machine learning inputs into content, whereas predictive AI uses machine learning to determine the future and boost positive outcomes by using data to better understand market trends.
https://www.eweek.com/artificial-intelligence/generative-ai-vs-predictive-ai/

upvoted 3 times

**MonBouj** 2 years, 2 months ago

C. Predictive AI uses machine learning to classify or predict outputs from its input data whereas generative AI uses machine leaning to generate new and original output for a given input.

upvoted 1 times

Question #16 *Topic 1*

What is machine learning?

A. A data model used in Salesforce

B. AI that can grow its intelligence

C. AI that creates new content

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*

B (100%)

**claudiacr97acc** Most Recent 1 year, 8 months ago

Should be B

upvoted 1 times

**yeenuo** 1 year, 11 months ago

should be B

upvoted 1 times

**TheRealObelix** 2 years, 1 month ago

"Machine learning is essentially what it sounds like — the idea that machines can grow their intelligence."

https://www.salesforce.com/products/platform/best-practices/ai-and-machine-learning-technology/

upvoted 4 times

**MonBouj** 2 years, 2 months ago

B. AI that can grow its intelligence

upvoted 2 times

**sabrina70612** 2 years, 2 months ago

should be B

upvoted 1 times

**jagSah** 2 years, 3 months ago

should be A

upvoted 2 times

**Tazs** 2 years, 3 months ago

I agree, ML is not a model

upvoted 2 times

**Xx_Panda_xX** 2 years, 3 months ago

not a data model for sure

upvoted 2 times

Question #17 *Topic 1*

The Cloud Kicks technical team is assessing the effectiveness of their AI development processes.
Which established Salesforce Ethical Maturity Model should the team use to guide the development of trusted AI solutions?

A. Ethical AI Prediction Maturity Model

B. Ethical AI Practice Maturity Model

C. Ethical AI Process Maturity Model

**Suggested Answer:** *C*
Official Answer: C

*Community vote distribution*
B (95%) (5%)

**TheRealObelix** Highly Voted 2 years, 8 months ago
Ethical AI Practice Maturity Model https://www.salesforceairesearch.com/static/ethics/EthicalAIMaturityModel.pdf
upvoted 12 times

**sabrina70612** Highly Voted 2 years, 8 months ago
should be B
upvoted 5 times

**RioJegan** Most Recent 1 year, 9 months ago
The Ethical AI Process Maturity Model is the established Salesforce Ethical Maturity Model that the Cloud technical team should use to guide the development of trusted AI solutions. The Ethical AI Process Maturity Model is a framework that helps assess and improve the ethical and responsible practices and processes involved in developing and deploying AI systems. The Ethical AI Process Maturity Model consists of five levels of maturity: Ad Hoc, Aware, Defined, Managed, and Optimized. The Ethical AI Process Maturity Model can help guide the development of trusted AI solutions by providing a roadmap and best practices for achieving higher levels of ethical maturity
upvoted 1 times

**NgoyaE** 1 year, 11 months ago
B. Ethical AI Practice Maturity Model
upvoted 2 times

**uchiken** 2 years, 5 months ago
B. Ethical AI Practice Maturity Model
upvoted 2 times

**vikas_mule** 2 years, 6 months ago
Ethical AI Practice Maturity Model
upvoted 2 times

Question #18 *Topic 1*

What is a potential source of bias in training data for AI models?

A. The data is collected in real time from source systems.

B. The data is collected from a diverse range of sources and demographics.

C. The data is skewed toward a particular demographic or source.

**Suggested Answer:** *C*

Official Answer: C

*Community vote distribution*

C (100%)

**Cody2305** Most Recent 1 year, 6 months ago

C. The data is skewed toward a particular demographic or source.

upvoted 1 times

**yeenuo** 1 year, 11 months ago

should be c

upvoted 1 times

**uchiken** 1 year, 11 months ago

C. The data is skewed toward a particular demographic or source.

upvoted 1 times

**Geeblets** 2 years ago

Types of AI model biases Association, Confirmation, Automation, Societal, Survival, Interaction

https://trailhead.salesforce.com/content/learn/modules/responsible-creation-of-artificial-intelligence/recognize-bias-in-ai

upvoted 1 times

Question #19 *Topic 1*

Cloud Kicks wants to use AI to enhance its sales processes and customer support.
Which capability should they use?

A. Sales Path and Automated Case Escalations

B. Einstein Lead Scoring and Case Classification

C. Dashboard of Current Leads and Cases

**Suggested Answer:** *B*
Official Answer: B

*Community vote distribution*
B (100%)

**uchiken** Most Recent 1 year, 11 months ago
B. Einstein Lead Scoring and Case Classification
upvoted 1 times

**Geeblets** 2 years ago
B. Sales process = lead scoring; Customer support = case escalation
upvoted 2 times

Question #20 *Topic 1*

What can bias in AI algorithms in CRM lead to?

A. Ethical challenges in CRM systems

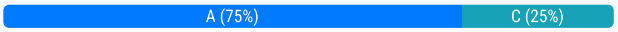
B. Advertising cost increases

C. Personalization and targeted marketing changes

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*




**erreiwan** Most Recent 1 year, 4 months ago

C. Personalization and targeted marketing changes

upvoted 1 times

**RoseJacome** 1 year, 6 months ago

A Ethical challenges in CRM systems

upvoted 1 times

**uchiken** 1 year, 11 months ago

A. Ethical challenges in CRM systems

upvoted 1 times

**Geeblets** 2 years ago

A - ethical challenges https://trailhead.salesforce.com/content/learn/modules/responsible-creation-of-artificial-intelligence/recognize-bias-in-ai

upvoted 2 times

Question #21 *Topic 1*

Which Einstein capability uses emails to create content for Knowledge articles?

A. Predict

B. Discover

C. Generate

**Suggested Answer:** *C*

Official Answer: C

*Community vote distribution*

C (100%)

**Geeblets** Most Recent 2 years ago

Discover: insights that bring new clarity about your company's customers. Predict: outcomes so your users can make decisions with confidence. Recommend: the best actions to make the most out of every engagement. Automate: routine tasks so your users can focus on customer success. Generate: tailored content - from emails, to knowledge articles, to code.

upvoted 4 times

**Xinowi** 2 years ago

C "Generate tailored content - from emails, to knowledge articles, to code"

https://trailhead.salesforce.com/content/learn/modules/get_smart_einstein_feat/get_smart_einstein_feat_basics

upvoted 1 times

Question #22 *Topic 1*

A system admin recognizes the need to put a data management strategy in place.
What is a key component of a data management strategy?

A. Naming Convention

B. Color Coding

C. Data Backup

**Suggested Answer:** *C*
Official Answer: C

*Community vote distribution*
C (83%) A (17%)

**Luca1991** Highly Voted 2 years, 8 months ago
C. Data Backup -> https://help.salesforce.com/s/articleView?id=000393223&type=1
upvoted 8 times

**Nand072** Most Recent 1 year, 7 months ago
It's C: data backup
upvoted 1 times

**shelend** 1 year, 7 months ago
C.Data Backup - A data management strategy is essential to ensure that data is stored, accessed, and protected effectively. While naming conventions and color coding can help organize data, data backup is a critical component because it ensures that data is recoverable in case of accidental deletion, hardware failure, or other data loss scenarios. Backup strategies typically involve regular, automated backups and secure storage of backup data, either on-site, off-site, or in the cloud.
upvoted 1 times

**ALPM** 1 year, 9 months ago
A. Naming Convention Naming conventions are crucial in a data management strategy as they provide a consistent and organized way to identify and categorize data. This helps in ensuring data is easily accessible, understandable, and maintainable across the organization.
upvoted 1 times

**Jason90** 1 year, 9 months ago
c. Data Backup.
upvoted 2 times

**Adarsha_Shah** 1 year, 9 months ago
C. Data Backup -> https://help.salesforce.com/s/articleView?id=000393223&type=1
upvoted 3 times

**uchiken** 2 years, 5 months ago
Naming Convention: Establishing a consistent and logical naming convention for data files, folders, and elements ensures everyone understands the data structure and can easily locate and access the information they need. This is crucial for efficient data management.
upvoted 1 times

**shiowbah** 2 years, 7 months ago
A. Naming ConventionThis is for data quality, not data management
upvoted 2 times

**shiowbah** 2 years, 7 months ago
A. Naming Convention
upvoted 2 times

**Geeblets** 2 years, 6 months ago
This is for data quality, not data management
upvoted 3 times

Question #23 *Topic 1*

How does a data quality assessment impact business outcomes for companies using AI?

A. Provides a benchmark for AI predictions

B. Accelerates the delivery of new AI solutions

C. Improves the speed of AI recommendations

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*

A (100%)

**SANLE** Most Recent 1 year, 6 months ago

Data quality is extremely important for future outcomes from AI based system.

upvoted 1 times

Question #24 *Topic 1*

What is an example of ethical debt?

A. Violating a data privacy law and failing to pay fines

B. Delaying an AI product launch to retrain an AI data model

C. Launching an AI feature after discovering a harmful bias

**Suggested Answer:** *C*

Official Answer: C

*Community vote distribution*

C (100%)

**Xinowi** Highly Voted 2 years ago

https://www.salesforceairesearch.com/static/ethics/EthicalAIMaturityModel.pdf “Ethical debt is accrued when you launch features that violate your ethical AI principles because, for example, you didn’t do a bias assessment, or you didn’t mitigate the bias that was found”

upvoted 6 times

**SANLE** Most Recent 1 year, 6 months ago

An AI feature launched even after discovering a harmful bias.

upvoted 1 times

**uchiken** 1 year, 11 months ago

C. Launching an AI feature after discovering a harmful bias

upvoted 1 times

Question #25 *Topic 1*

A consultant conducts a series of Consequence Scanning Workshops to support testing diverse datasets.
Which Salesforce Trusted AI Principle is being practiced?

A. Accountability

B. Inclusivity

C. Transparency

**Suggested Answer:** *B*
Official Answer: B

*Community vote distribution*
B (100%)

**uchiken** Most Recent 1 year, 11 months ago
B. Inclusivity
upvoted 1 times

**Mark518** 2 years ago
The answer is Accountable: We believe in holding ourselves accountable to our customers, partners, and society. We will seek independent feedback for continuous improvement of our practice and policies and work to mitigate harm to customers and consumers.
upvoted 1 times

**Mark518** 2 years ago
The answer is Accountable: We believe in holding ourselves accountable to our customers, partners, and society. We will seek independent feedback for continuous improvement of our practice and policies and work to mitigate harm to customers and consumers.Scratch that it's B per the SF Ethical AI Practice Maturity Model :)
upvoted 1 times

**Mark518** 2 years ago
Scratch that it's B per the SF Ethical AI Practice Maturity Model :)
upvoted 2 times

**Geeblets** 2 years ago
B. Keywords: Consequence, diverse https://www.salesforce.com/eu/blog/meet-salesforces-trusted-ai-principles/
upvoted 2 times

**rupaila** 2 years ago
ANSWER IS b
upvoted 2 times

Question #26 *Topic 1*

Cloud Kicks wants to develop a solution to predict customers' product interests based on historical data. 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 picklist.
Which dimension of data quality is affected in this scenario?

A. Accuracy

B. Completeness

C. Consistency

**Suggested Answer:** *C*
Official Answer: C

*Community vote distribution*
C (100%)

**Geeblets** Most Recent 2 years ago
C for consistency. They all should use the same method to capture the data.
upvoted 1 times

**rupaila** 2 years ago
answer is c
upvoted 1 times

Question #27 *Topic 1*

A marketing manager wants to use AI to better engage their customers.
Which functionality provides the best solution?

A. Bring Your Own Model

B. Journey Optimization

C. Einstein Engagement

**Suggested Answer:** *B*
Official Answer: B

*Community vote distribution*
C (100%)

**uchiken** Most Recent 1 year, 11 months ago
C. Einstein Engagement
upvoted 3 times

**NaireZalez** 1 year, 11 months ago
https://help.salesforce.com/s/articleView?id=sf.mc_anb_einstein_engagement_scoring.htm&type=5
upvoted 2 times

**TheGreatSari** 1 year, 11 months ago
C is correct answer
upvoted 3 times

**Amjad421** 1 year, 12 months ago
The correct answer is C.Einstein Engagement
upvoted 3 times

**Geeblets** 2 years ago
C. Keyword: engagement.
upvoted 1 times

**AMT** 2 years, 2 months ago
Correct answer is C
upvoted 3 times

**madotdot** 2 years, 2 months ago
Correct answer C
upvoted 3 times

Question #28 *Topic 1*

Which action should be taken to develop and implement trusted generative AI with Salesforce's safety guideline in mind?

A. Be transparent when AI has created and autonomously delivered content.

B. Develop right-sized models to reduce our carbon footprint.

C. Create guardrails that mitigate toxicity and protect PII.

**Suggested Answer:** *C*
Official Answer: C

**Xinowi** Most Recent 2 years ago

C Safety: As with all of our AI models, we should make every effort to mitigate bias, toxicity, and harmful output by conducting bias, explainability, and robustness assessments, and red teaming. We must also protect the privacy of any personally identifying information (PII) present in the data used for training and create guardrails to prevent additional harm (e.g., force publishing code to a sandbox rather than automatically pushing to production). https://www.salesforce.com/news/stories/generative-ai-guidelines/

upvoted 2 times

**rupaila** 2 years ago

answer is C

upvoted 2 times

Question #29 *Topic 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?

A. Duplication

B. Consent

C. Usage

**Suggested Answer:** *A*
Official Answer: A

*Community vote distribution*




**NaireZalez** Most Recent 1 year, 11 months ago
Duplication, also since Consent is not a data quality dimension.
upvoted 1 times

**oski990** 2 years, 1 month ago
A. Duplication "duplication can lead to communication inefficiencies if customers receive multiple calls or emails from different sources for the same purpose."
upvoted 2 times

**shiowbah** 2 years, 1 month ago
A. Duplication
upvoted 1 times

**akms** 2 years, 1 month ago
Consent
upvoted 1 times

Question #30 *Topic 1*

What is a potential outcome of using poor-quality data in AI applications?

A. AI models may produce biased or erroneous results.

B. AI models become more interpretable.

C. AI model training becomes slower and less efficient.

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*

A (100%)

**Njongo** Most Recent 1 year, 9 months ago

Correct Answer is A.

upvoted 1 times

**Geeblets** 2 years, 6 months ago

A. "AI can magnify bias" https://trailhead.salesforce.com/content/learn/modules/responsible-creation-of-artificial-intelligence/recognize-bias-in-ai

upvoted 1 times

**Rahuldev** 2 years, 8 months ago

AI models may produce biased or erroneous results.

upvoted 2 times

Question #31 *Topic 1*

What role does data quality play in the ethical use of AI applications?

A. High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and preventing discrimination.

B. Low-quality data reduces the risk of unintended bias as the data is not overfitted to demographic groups.

C. High-quality data ensures the presence of demographic attributes required for personalized campaigns.

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*




**test950095** Most Recent 2 years ago

A. High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and preventing discrimination.

upvoted 3 times

Question #32 *Topic 1*

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

A. Natural language processing

B. Predictive analytics

C. Computer vision

**Suggested Answer:** *A*
Official Answer: A

**Sami6866** Most Recent 2 years, 2 months ago

A. Natural language processing
upvoted 1 times

Question #33 *Topic 1*

Which data does Salesforce automatically exclude from Marketing Cloud Einstein engagement model training to mitigate bias and ethical risks?

A. Cryptographic

B. Geographic

C. Demographic

**Suggested Answer:** *B*

Official Answer: B

*Community vote distribution*

C (100%)

**uchiken** Most Recent 1 year, 11 months ago

C. Demographic

upvoted 2 times

**sabrina70612** 2 years, 2 months ago

To avoid bias and other ethical risks, the Einstein Email Engagement Scoring model doesn't include demographic data.

upvoted 3 times

**sabrina70612** 2 years, 2 months ago

the answer should be C see https://help.salesforce.com/s/articleView?id=sf.mc_anb_EES_email_model_card.htm&language=en_US&type=5#:~:text=Review%20the%20ethical%20factors%20associated,doesn't%20include%20demographic%20data.

upvoted 2 times

Question #34 *Topic 1*

Which statement exemplifies Salesforce's honesty guideline when training AI models?

A. Control bias, toxicity, and harmful content with embedded guardrails and guidance.

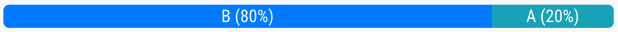
B. Ensure appropriate consent and transparency when using AI- generated responses.

C. Minimize the AI model's carbon footprint and environmental impact during training.

**Suggested Answer:** *B*

Official Answer: B -

*Community vote distribution*




**Njongo** Most Recent 1 year, 9 months ago

Correct Answer is B.

upvoted 2 times

**Adarsha_Shah** 1 year, 9 months ago

https://www.salesforce.com/news/stories/generative-ai-guidelines/

upvoted 2 times

**pao2310** 2 years, 3 months ago

Correct answer is B: Honesty: When collecting data to train and evaluate our models, we need to respect data provenance and ensure that we have consent to use data (e.g., open-source, user-provided). https://www.salesforce.com/news/stories/generative-ai-guidelines/

upvoted 3 times

**uchiken** 2 years, 5 months ago

A. Control bias, toxicity, and harmful content with embedded guardrails and guidance.

upvoted 1 times

Question #35 *Topic 1*

What are some of the ethical challenges associated with AI development?

A. Implicit transparency of AI systems, which makes it easy for users to understand and trust their decisions

B. Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes

C. Inherent neutrality of AI systems, which eliminates any potential for human bias in decision-making

**Suggested Answer:** *B*

Official Answer: B

*Community vote distribution*

B (100%)

**uchiken** Most Recent 1 year, 11 months ago

B. Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes

upvoted 1 times

Question #36 *Topic 1*

What is one way to achieve transparency in AI?

A. Allow users to give feedback regarding the inferences the AI makes about them.

B. Establish an ethical and unbiased culture amongst those involved.

C. Communicate AI goals and objectives with those involved prior to all interactions.

**Suggested Answer:** *B*

Official Answer: B

*Community vote distribution*

A (100%)

**uchiken** Most Recent 1 year, 11 months ago

A. Allow users to give feedback regarding the inferences the AI makes about them.

upvoted 3 times

Question #37 *Topic 1*

Cloud Kicks wants to create a custom service analytics application to analyze cases in Salesforce. The application should rely on accurate data to ensure efficient case resolution.
Which data quality dimension is essential for this custom application?

A. Age

B. Duplication

C. Consistency

**Suggested Answer:** *C*
Official Answer: C

*Community vote distribution*
A (60%) C (40%)

**Alex40108** Most Recent 1 year, 6 months ago
Same Answer vs Latest Answer. Same answer would be the best for case resolution.
upvoted 1 times

**reg92game** 1 year, 7 months ago
Age is the most important aspect as mentioned by ivo100.
upvoted 1 times

**ivo100** 2 years ago
Age is a data quality dimension that is essential for the custom service analytics application to analyze cases in Salesforce. Age refers to how recent the data is and how well it reflects the current situation. For the custom service analytics application, the data should be as fresh and up-to-date as possible, as older data may not capture the latest status, progress, or resolution of the cases. Using outdated data can lead to inaccurate or misleading analysis and insights, and affect the efficiency and effectiveness of the case resolution.
upvoted 2 times

**uchiken** 2 years, 5 months ago
C. Consistency
upvoted 1 times

Question #38 *Topic 1*

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 applying data retention policies

C. By reducing how many attributes are collected

**Suggested Answer:** *A*

Official Answer: A

*Community vote distribution*

A (100%)

**uchiken** Most Recent 1 year, 11 months ago

A. By limiting how many people have access to data

upvoted 1 times

Question #39 *Topic 1*

A healthcare company implements an algorithm to analyze patient data and assist in medical diagnosis.
Which primary role does data quality play in this AI application?

A. Enhanced accuracy and reliability of medical predictions and diagnoses

B. Reduced need for healthcare expertise in interpreting AI outputs

C. Ensured compatibility of AI algorithms with the system's infrastructure

**Suggested Answer:** *A*
Official Answer: A

*Community vote distribution*
A (100%)

**uchiken** Most Recent 1 year, 11 months ago
A. Enhanced accuracy and reliability of medical predictions and diagnoses
upvoted 1 times

Question #40 *Topic 1*

What is a sensitive variable that can lead to bias?

A. Country

B. Gender

C. Education level

**Suggested Answer:** *B*

Official Answer: B

*Community vote distribution*

B (100%)

**uchiken** Most Recent 1 year, 11 months ago

B. Gender

upvoted 1 times