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**QUESTION 1**

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?

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

Correct Answer: B

"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 and Equality, Transparency and Explainability, Privacy and Security, Reliability and Safety, Inclusivity and Diversity, Empowerment and Education."

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**QUESTION 2**

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

Which type of records negatively impact data quality?

- A. Structured
- B. Complete
- C. Duplicate

Correct Answer: C

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.

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**QUESTION 3**

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.

Correct Answer: B

"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."

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#### QUESTION 4

A developer is tasked with selecting a suitable dataset for training an AI model in Salesforce to accurately predict current customer behavior.

What is a crucial factor that the developer should consider during selection?

- A. Number of variables in the dataset
- B. Size of the dataset
- C. Age of the dataset

Correct Answer: B

"The size of the dataset is a crucial factor that the developer should consider during selection. The size of the dataset refers to the amount or volume of data available for training an AI model. The size of the dataset can affect the feasibility and quality of the AI model, as well as the choice of AI techniques and tools. The size of the dataset should be large enough to provide sufficient information for the AI model to learn from and generalize well to new data."

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#### QUESTION 5

What is Salesforce's Trusted AI Principle of Transparency?

- A. The customization of AI features to meet specific business requirements
- B. The integration of AI models with Salesforce workflows
- C. The clear and understandable explanation of AI decisions and actions

Correct Answer: C

Salesforce's Trusted AI Principle of Transparency emphasizes the importance of providing clear and understandable explanations of AI decisions and actions. This principle ensures that users can understand how AI conclusions are drawn, which is crucial for trust and accountability, especially in business applications where AI decisions can have significant impacts. Transparency helps mitigate the "black box" nature of AI systems by making them more interpretable and allows for better oversight, compliance, and alignment with ethical guidelines. Salesforce elaborates on these principles in their ethical AI practices, which can be further explored at Salesforce Ethical AI.

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**QUESTION 6**

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

- 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

Correct Answer: B

"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."

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**QUESTION 7**

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

Which field type should they use to ensure data quality?

- A. Text
- B. Picklist
- C. Number

Correct Answer: B

"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."

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**QUESTION 8**

What should be done to prevent bias from entering an AI system when training it?

- A. Use alternative assumptions.
- B. Import diverse training data.
- C. Include Proxy variables.

Correct Answer: B



"Using diverse training data is what should be done to prevent bias from entering an AI system when training it. Diverse training data means that the data covers a wide range of features and patterns that are relevant for the AI task. Diverse training data can help prevent bias by ensuring that the AI system learns from a balanced and representative sample of the target population or domain. Diverse training data can also help improve the accuracy and generalization of the AI system by capturing more variations and scenarios in the data."

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### QUESTION 9

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?

- 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.

Correct Answer: A

"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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### QUESTION 10

What is a key consideration regarding data quality in AI implementation?

- A. Techniques from customizing AI features in Salesforce
- B. Data's role in training and fine-tuning Salesforce AI models
- C. Integration process of AI models with Salesforce workflows

Correct Answer: B

"Data's role in training and fine-tuning Salesforce AI models is a key consideration regarding data quality in AI implementation. Data quality is the degree to which data is accurate, complete, consistent, relevant, and timely for the AI task. Data quality can affect the performance and reliability of AI systems, as they depend on the quality of the data they use to learn from and make predictions. Data's role in training and fine-tuning Salesforce AI models means understanding how data is used to build, train, test, and improve AI models in Salesforce, such as Einstein Prediction Builder or Einstein Discovery."

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### QUESTION 11

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

- A. Dashboard of Current Leads and Cases



B. Sales path and Automaton Case Escalations

C. Einstein Lead Scoring and Case Classification

Correct Answer: C

"Einstein Lead Scoring and Case Classification are the capabilities that Cloud Kicks should use to enhance its sales processes and customer support. Einstein Lead Scoring and Case Classification are features that use AI to optimize sales and service processes by providing insights and recommendations based on data. Einstein Lead Scoring can help prioritize leads based on their likelihood to convert, while Einstein Case Classification can help categorize and route cases based on their attributes."

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### QUESTION 12

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

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

B. High-quality data ensures the process of demographic attributes requires for personalized campaigns.

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

Correct Answer: A

"High-quality data is essential for ensuring unbiased and fair AI decisions, promoting ethical use, and preventing discrimination. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can help ensure unbiased and fair AI decisions by providing a balanced and representative sample of the target population or domain. High-quality data can also help promote ethical use and prevent discrimination by respecting the rights and preferences of users regarding their personal data."

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### QUESTION 13

What is machine learning?

A. AI that can grow its intelligence

B. AI that creates new content

C. A data model used in Salesforce

Correct Answer: C

"A data model is a machine learning feature used in Salesforce. A data model is a representation or abstraction of a real-world phenomenon or process using data structures and algorithms. A data model can be used to describe, analyze, or predict various aspects of the phenomenon or process using machine learning techniques."

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### QUESTION 14

What is a sensitive variable that can lead to bias?



A. Education level

B. Country

C. Gender

Correct Answer: C

"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."

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#### QUESTION 15

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

A. Societal

B. Automation

C. Association

Correct Answer: A

"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. Societal bias can affect the fairness and ethics of AI systems, as they may affect how different groups or domains are perceived, treated, or represented by AI systems. For example, societal bias can occur when AI systems impose a system's values on others, such as using Western standards of beauty or success to judge or rank people from other cultures."

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