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Question: 17

Cloud Kicks is testing a new AI model.

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

- 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: C

Explanation:

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: 18

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

- 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 picklist.

Which data quality dimension is affected in this scenario?

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

Answer: C

Explanation:

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: 19

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.

Answer: B

Explanation:

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: 20

Which features of Einstein enhance sales efficiency and effectiveness?

- 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: C

Explanation:

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: 21

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?

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

Answer: A

Explanation:

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: 22

What is the main focus of the Accountability principle in Salesforce's Trusted AI Principles?

- A. Safeguarding fundamental human rights and protecting sensitive data
- B. Taking responsibility for one's actions toward customers, partners, and society
- C. Ensuring transparency in AI-driven recommendations and predictions

Answer: B

Explanation:

The main focus of the Accountability principle in Salesforce's Trusted AI Principles is taking responsibility for one's actions toward customers, partners, and society. Accountability means that AI systems should be designed and developed with respect for the impact and consequences of their actions on others. Accountability also means that AI developers and users should be aware of and adhere to the ethical, legal, and regulatory standards and expectations of their industry and domain.

Question: 23

What is a sensitive variable that can lead to bias?

- A. Education level
- B. Country
- C. Gender

Answer: C

Explanation:

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.

Question: 24

A marketing manager wants to use AI to better engage their customers.

Which functionality provides the best solution?

- A. Journey Optimization
- B. Bring Your Own Model
- C. Einstein Engagement

Answer: C

Explanation:

âEinstein Engagement provides the best solution for a marketing manager who wants to use AI to better engage their customers. Einstein Engagement is a feature that uses AI to optimize email marketing campaigns by providing insights and recommendations on the best time, frequency, content, and subject lines to send emails to each customer. Einstein Engagement can help increase customer engagement, retention, and loyalty by delivering personalized and relevant messages.â

Question: 25

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

Answer: B

Explanation:

âA 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.â

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