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### QUESTION 1

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

- A. Potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes
- B. Implicit transparency of AI systems, which makes it easy for users to understand and trust their decisions
- C. Inherent neutrality of AI systems, which eliminates any potential for human bias in decision-making

Correct Answer: A

"Some of the ethical challenges associated with AI development are the potential for human bias in machine learning algorithms and the lack of transparency in AI decision-making processes. Human bias can arise from the data used to train the models, the design choices made by the developers, or the interpretation of the results by the users. Lack of transparency can make it difficult to understand how and why AI systems make certain decisions, which can affect trust, accountability, and fairness."

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### QUESTION 2

What is the significance of explainability of trusted AI systems?

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

Correct Answer: C

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.

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### QUESTION 3

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?

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



Correct Answer: C

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 Data Management](#).

#### QUESTION 4

Cloud Kicks wants to improve the quality of its AI model's predictions with the use of a large amount of data.

Which data quality element should the company focus on?

- A. Accuracy
- B. Location
- C. Volume

Correct Answer: A

To improve the quality of AI model predictions, Cloud Kicks should focus on the accuracy of the data. Accurate data ensures that the insights and predictions generated by AI models are reliable and valid. Data accuracy involves correcting errors, filling missing values, and verifying data sources to enhance the quality of information fed into the AI systems. Focusing on data accuracy helps in minimizing prediction errors and enhances the decision-making process based on AI insights. For more details on the importance of data quality in AI models, Salesforce provides extensive guidance in their documentation, which can be found at [Data Quality and AI](#).

#### QUESTION 5

What is an implication of user consent in regard to AI data privacy?

- A. AI ensures complete data privacy by automatically obtaining user consent.
- B. AI infringes on privacy when user consent is not obtained.
- C. AI operates Independently of user privacy and consent.

Correct Answer: B

"AI infringes on privacy when user consent is not obtained. User consent is the permission or agreement given by a user to allow their personal data to be collected, used, shared, or stored by others. User consent is an important aspect of data privacy, which is the right of individuals to control how their personal data is handled by others. AI infringes on privacy when user consent is not obtained because it violates the user's rights and preferences regarding their personal data."



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