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QUESTION 1

The Cloud 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 solution?

A. Ethical AI Prediction Maturity Model

B. Ethical AI Process Maturity Model

C. Ethical AI practice Maturity Model

Correct Answer: B

"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."

QUESTION 2

What is Salesforce\\'s Trusted AI Principle of Transparency?

A. The customization of AT features to meet specific business requirements

B. The integration of AT 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.

QUESTION 3

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

Correct Answer: C

"Einstein 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."

QUESTION 4

What is the role of Salesforce Trust AI principles in the context of CRM system?

A. Guiding ethical and responsible use of AI

B. Providing a framework for AI data model accuracy

C. Outlining the technical specifications for AI integration

Correct Answer: A

"The role of Salesforce Trust AI principles in the context of CRM systems is guiding ethical and responsible use of AI. Salesforce Trust 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. The principles aim to ensure that AI systems are aligned with the values and interests of customers, partners, and society."

QUESTION 5

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

A. Chances of bIas and mitigated

B. Chances of bias are aggravated

C. Chances of bias are remove

Correct Answer: A

A benefit of data quality and transparency as it pertains to bias in generated AI is that the chances of bias are mitigated. High data quality ensures that AI models are trained on accurate and representative data, reducing the risk of biased outcomes. Transparency in AI processes helps stakeholders understand how decisions are made, allowing for the identification and correction of potential biases. Together, these practices contribute to the development of fairer and more accountable AI systems. Salesforce highlights the importance of these principles in its AI practices, particularly through its ethical AI framework, which advocates for fairness and accountability. More on Salesforce\\'s commitment to promoting unbiased AI can be found in their AI ethics guidelines at Salesforce AI Ethics.

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