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Exam : **Salesforce-AI-Associate-JPN**

Title : Salesforce Certified AI Associate Exam (Salesforce-AI-Associate 日本語版)

Vendor : Salesforce

Version : DEMO

QUESTION NO: 1

ヘルスケア企業は、患者データを分析し、医療診断を支援するアルゴリズムを実装しています。

この AI アプリケーションでデータ品質が果たす主な役割はどれですか？

- A. 医療予測と診断の精度と信頼性の向上
- B. AI アルゴリズムとシステムのインフラストラクチャとの互換性を確保
- C. AI アウトアウットの解釈における医療専門知識の必要性の軽減

Answer: A

Explanation:

"Data quality plays a crucial role in enhancing the accuracy and reliability of medical predictions and diagnoses. Poor data quality can lead to inaccurate or misleading results, which can have serious consequences for patients' health and well-being. Therefore, it is important to ensure that the data used for AI applications in healthcare is accurate, complete, consistent, and relevant."

QUESTION NO: 2

Salesforce の Trusted AI 原則におけるアカウントビリティ原則の主な焦点は何ですか？

- A. 基本的人権の保護と機密データの保護
- B. 顧客、パートナー、社会に対する自分の行動に責任を持つ
- C. アル主導の推奨事項と予測における透明性の確保

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 NO: 3

Cloud Kicks は、セールスの電話やメールが多すぎるという顧客からの苦情を知りました。これらの通信の非効率性を軽減するには、どのデータ品質の側面を評価する必要がありますか？

- A. 重複
- B. 使用法
- C. 同意

Answer: A

Explanation:

"Duplication is the data quality dimension that should be assessed to reduce communication inefficiencies.

Duplication means that the data contains multiple copies or instances of the same record or value. Duplication can cause confusion, errors, or waste in data analysis and processing. For example, duplication can lead to communication inefficiencies if customers receive multiple calls or emails from different sources for the same purpose."

QUESTION NO: 4

Cloud Kicks は、AI を使用して販売プロセスと顧客サポートを強化したいと考えています。どの容量を使用する必要がありますか？

- A. 現在のリードとケースのダッシュボード
- B. セールスパスとオートマチックケースのエスカレーション
- C. Einstein リードスコアリングとケース分類

Answer: C

Explanation:

"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."

QUESTION NO: 5

多様でバランスの取れた大規模なデータセットの利点は何ですか？

- A. トレーニング時間
- B. データプライバシー
- C. モデルの精度

Answer: C

Explanation:

"Model accuracy is a benefit of a diverse, balanced, and large dataset. A diverse dataset can capture a variety of features and patterns that are relevant for the AI task. A balanced dataset can avoid overfitting or underfitting the model to a specific subset of data. A large dataset can provide enough information for the model to learn from and generalize well to new data."

QUESTION NO: 6

AI アルゴリズムに使用されるトレーニングデータにバイアスをもたらすアクションはどれですか？

- A. 計算コストのかかる大規模なデータセットの使用
- B. 多様な視点と集団を表すデータセットの使用
- C. 視点と母集団を過小評価するデータセットの使用

Answer: C

Explanation:

Introducing bias in training data for AI algorithms occurs when the dataset used underrepresents certain perspectives and populations. This type of bias can skew AI predictions, making the system less fair and accurate. For example, if a dataset predominantly contains information from one demographic group, the AI's performance may not generalize well to other groups, leading to biased or unfair outcomes. Salesforce discusses the impact of biased training data and ways to mitigate this in their AI ethics guidelines, which can be explored further in the Salesforce AI documentation on Responsible Creation of AI.

QUESTION NO: 7

AI イニシアチブのデータ品質を確保するには、組織は何をすべきでしょうか？

- A. 信頼できるソースから高品質のデータを収集して整理します。
- B. AI アルゴリズムを利用して、データ品質の問題を自動的に処理します。
- C. データ品質の向上よりもモデルの微調整を優先します。

Answer: A

Explanation:

"Organizations should collect and curate high-quality data from reliable sources to ensure data quality for their AI initiatives. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. Reliable sources mean that the data is trustworthy, credible, and authoritative.

Collecting and curating high-quality data from reliable sources can improve the performance and reliability of AI systems."

QUESTION NO: 8

人間と AI システム間の効果的な対話の主な利点は何ですか？

- A. より多くの情報に基づいたバランスの取れた意思決定につながります
- B. 偏ったデータの存在を人間に警告します
- C. 人間の関与の必要性を軽減します。

Answer: A

Explanation:

"A key benefit of effective interaction between humans and AI systems is that it leads to more informed and balanced decision making. Effective interaction means that humans and AI systems can communicate and collaborate with each other in a clear, natural, and respectful way. Effective interaction can help leverage the strengths and complement the weaknesses of both humans and AI systems. Effective interaction can also help increase trust, confidence, and satisfaction in using AI systems."

QUESTION NO: 9

データ品質評価は、AI を使用する企業のビジネス成果にどのような影響を及ぼしますか？

- A. AI レコメンデーションの速度を向上させます。
- B. 新しい AI ソリューションの提供を加速します
- C. AI 予測のベンチマークを提供します

Answer: C

Explanation:

"A data quality assessment impacts business outcomes for companies using AI by providing a benchmark for AI predictions. A data quality assessment is a process that measures and evaluates the quality of data for a specific purpose or task. A data quality assessment can help identify and address any issues or gaps in the data quality dimensions, such as accuracy, completeness, consistency, relevance, and timeliness. A data quality assessment can impact business outcomes for companies using AI by providing a benchmark for AI predictions, as it can help ensure that the predictions are based on high-quality data that reflects the true state or condition of the target population or domain."

QUESTION NO: 10

高品質のデータが顧客関係に与える可能性が最も高いのは何ですか？

- A. ブランドロイヤルティの向上
- B. 顧客獲得コストが高い
- C. 顧客の信頼と満足度の向上

Answer: C

Explanation:

"The most likely impact that high-quality data will have on customer relationships is improved customer trust and satisfaction. High-quality data means that the data is accurate, complete, consistent, relevant, and timely for the AI task. High-quality data can improve customer relationships by enabling AI systems to provide personalized and relevant products, services, or solutions that meet the customers' expectations, needs, and interests. High-quality data can also improve customer trust and satisfaction by reducing errors, delays, or waste in customer interactions."

QUESTION NO: 11

ある営業マネージャーは、CRM システム内のリードデータの品質を向上させたいと考えています。

チームがこの目標を達成するのに最も役立つ可能性が高いプロセスはどれですか？

- A. 見込み顧客変換プロセスを再設計します。
- B. 不足しているリード情報を確認して更新します。
- C. 四半期ごとにアクティブなリードに優先順位を付けます。

Answer: B

Explanation:

To enhance the quality of lead data in their CRM system, the most effective process is to review and update missing lead information. This process involves identifying incomplete records and filling in missing details, which can significantly improve the accuracy and usefulness of lead data. Accurate and complete lead information is crucial for effective lead scoring, prioritization, and follow-up, enhancing overall sales performance. Salesforce CRM offers data quality tools and features that assist in regularly reviewing and maintaining the accuracy of lead data. Information on managing lead data quality in Salesforce can be found at Salesforce Lead Management.