

CERTMART EXAM PREPARATION GUIDE

Candidates should focus on the following:

1. AI Fundamentals

- Artificial Intelligence concepts
- Machine Learning basics
- Generative AI
- Large Language Models (LLMs)

2. Natural Language Processing (NLP)

- Tokenization
- Intent Recognition
- Entity Extraction
- Natural Language Understanding (NLU)
- Natural Language Generation (NLG)

3. Voice AI Technologies

- Automatic Speech Recognition (ASR)
- Text-to-Speech (TTS)
- Wake words
- Speech synthesis
- Audio preprocessing and noise reduction

4. Prompt Engineering

- Prompt design
- Role prompting
- Context management
- Chain-of-thought concepts
- Structured prompting
- Prompt optimization

5. AI Automation

- Workflow automation
- Event-driven automation
- Business process automation
- API integrations
- Webhooks

- Scheduling and triggers

6. AI Agents

- AI agent architecture
- Agent memory
- Tool use and function calling
- Autonomous task execution
- Multi-agent systems
- Agent orchestration

7. Retrieval-Augmented Generation (RAG)

- Knowledge bases
- Document retrieval
- Embeddings
- Vector databases
- Semantic search

8. Integration Platforms

- n8n
- Make (Integromat)
- Zapier
- Microsoft Power Automate
- CRM integrations
- Google Workspace
- Slack and Microsoft Teams

9. Deployment & Operations

- Cloud deployment
- Monitoring
- Logging
- Error handling
- Retry mechanisms
- Performance optimization
- Scalability
- High availability

10. Security & Compliance

- API security
- Authentication and authorization
- Encryption
- Data privacy
- Access control
- Regulatory compliance (e.g., GDPR where applicable)

11. Responsible AI

- AI ethics
- Fairness and bias mitigation
- Transparency
- Explainability
- Human oversight
- Responsible AI governance

12. Performance Metrics

- Response time
- Speech recognition accuracy
- Intent classification accuracy
- Task completion rate
- Customer Satisfaction (CSAT)
- First Contact Resolution (FCR)
- Automation rate