

NIFT READING COMPREHENSION PASSAGES

PASSAGE 01

In recent years, the fashion industry has begun to re-evaluate its impact on the environment. Fast fashion, characterized by rapid production and low costs, has led to excessive waste and resource depletion. As a result, designers and consumers alike are increasingly turning towards sustainable practices. These include the use of eco-friendly materials, ethical labor practices, and designs that emphasize durability over trendiness. While sustainable fashion may not yet be affordable for all, its growing popularity indicates a shift in consumer awareness and responsibility.

Q1. What is the primary concern raised about fast fashion?

- A. It promotes traditional designs
- B. It creates environmental damage
- C. It is too expensive
- D. It lacks creativity

Q2. According to the passage, what are designers focusing on now?

- A. Luxury branding
- B. Rapid production
- C. Sustainable practices
- D. Seasonal trends

Q3. The word “**durability**” in the passage most nearly means:

- A. Trendiness
- B. Strength and long-lasting quality
- C. Low cost
- D. Fashion appeal

Q4. Which of the following best describes the tone of the passage?

- A. Critical and angry
- B. Neutral and informative
- C. Humorous
- D. Persuasive and aggressive

ANSWER KEY:-

Q1. Answer: B — It creates environmental damage
The passage mentions *waste and resource depletion*.

Q2. Answer: C — Sustainable practices
Clearly stated: designers are turning towards *eco-friendly materials and ethical practices*.

Q3. Answer: B — Strength and long-lasting quality

Durability is contrasted with *trendiness*, meaning lasting quality.

Q4. Answer: B — Neutral and informative

The passage explains facts without emotional or forceful language.

PASSAGE 02

Design does not merely reflect aesthetic preferences; it mirrors social values, economic conditions, and technological progress. Historically, shifts in design movements have often coincided with broader cultural transformations. For instance, the rise of minimalism in the late twentieth century was not solely an artistic choice but a response to excess consumerism and visual overload. In today's context, digital tools have expanded creative possibilities while simultaneously raising concerns about originality and authenticity. As designers navigate these complexities, they must balance innovation with responsibility, ensuring that design remains both meaningful and ethical.

Q1. The passage suggests that design movements are primarily influenced by:

- A. Artistic rebellion
- B. Market competition
- C. Cultural and societal changes
- D. Individual creativity

Q2. Why did minimalism gain popularity according to the passage?

- A. It was easier to produce
- B. It opposed excessive consumerism
- C. It required fewer resources
- D. It was driven by technology

Q3. What concern is associated with digital tools in design?

- A. Increased costs
- B. Reduced creativity
- C. Loss of originality
- D. Limited access

Q4. The author's attitude towards modern design can best be described as:

- A. Completely optimistic
- B. Highly critical
- C. Balanced and thoughtful
- D. Indifferent

ANSWER KEY:-

Q1. C — Design reflects social, economic, and technological factors

Q2. B — Minimalism reacted to excess and overload

Q3. C — Authenticity and originality are questioned

Q4. C — Both opportunities and responsibilities are acknowledged

PASSAGE 03

The increasing awareness of sustainability has altered consumer expectations, yet this awareness does not always translate into responsible purchasing behavior. While many consumers express concern about environmental impact, convenience and affordability frequently outweigh ethical considerations at the point of purchase. This contradiction highlights the gap between intention and action. Brands attempting to address sustainability face the challenge of balancing transparency with accessibility. Unless sustainable options become both affordable and appealing, widespread adoption is likely to remain limited despite growing awareness.

Q1. What contradiction does the passage highlight?

- A. Consumers reject sustainability
- B. Brands hide their practices
- C. Concern does not always lead to action
- D. Ethical products lack quality

Q2. What factor most often overrides ethical concerns?

- A. Brand loyalty
- B. Trendiness
- C. Convenience and cost
- D. Advertising

Q3. According to the passage, what must brands focus on to increase adoption?

- A. Luxury positioning
- B. Mass production
- C. Affordability and appeal
- D. Government support

Q4. The word “**adoption**” in the passage refers to:

- A. Legal acceptance
- B. Widespread usage
- C. Brand ownership
- D. Product innovation

ANSWER KEY:-

Q1. C — Intention vs actual behavior

Q2. C — Convenience and affordability

Q3. C — Sustainable choices must be accessible

Q4. B — Adoption = wide acceptance/use

PASSAGE 04

Creativity is often perceived as an innate talent, yet research increasingly suggests that it can be nurtured through structured learning and exposure. Educational systems that prioritize rote memorization may inadvertently suppress creative thinking by discouraging experimentation and failure. In contrast, environments that allow questioning, exploration, and interdisciplinary learning tend to produce more adaptable thinkers. However, fostering creativity requires patience, as outcomes are not always immediately measurable. This uncertainty often makes institutions hesitant to adopt creativity-driven approaches despite their long-term benefits.

Q1. The passage challenges the belief that creativity is:

- A. Difficult to measure
- B. Limited to artists
- C. Inborn and unchangeable
- D. Dependent on intelligence

Q2. How can rote learning affect creativity?

- A. It improves focus
- B. It encourages discipline
- C. It restricts experimentation
- D. It increases efficiency

Q3. Why are institutions hesitant to promote creativity-driven learning?

- A. It is costly
- B. Results are uncertain
- C. Students resist it
- D. It lacks structure

Q4. Which of the following best summarizes the passage?

- A. Creativity cannot be taught
- B. Education must reject structure
- C. Creativity thrives in flexible learning environments
- D. Memorization is essential for success

ANSWER KEY:-

Q1. C — Creativity is not only innate

Q2. C — It discourages experimentation

Q3. B — Outcomes are not immediately measurable

Q4. C — Flexibility supports creativity

*****HAPPY LEARNING*****