Ch 7.5

**Exocytosis**: When cell secretes molecule by fusion with vesicle with plasma mem.

* Used to get rid of molecules

**Endocytosis**: Cell taking in molecules by forming vesicles form plasma mem.

* Wraps membrane around molecule
* Used in Phagocytosis
  + AKA: Cell eating another cell
* Used in Pinocytosis
  + AKA: Cell drinking
* Receptor-Mediated Endocytosis
  + AKA: Something activates a receptor and triggers cell to eat it
  + Human cells use HME for taking in cholesterol for membrane/steroid synthesis