## International Journal of Advanced Multidisciplinary Research (IJAMR)

ISSN: 2393-8870 www.ijarm.com

## **VOLUME - 4 ISSUE – 11 (NOVEMBER - 2017)**

## **CONTENTS**

S. No	Articles	Page No.
1	In-vitro Evaluation of Immunomodulatory Potential of Swarna Pushpa Rasa Chendhuram Using Murine Macrophage RAW 264.7 Cell Line Model A. Anitha, M.Mohammad Mustafa	1-5
2	Welfare Policies and people's perceptions: With reference to Gender Classification Dr. C. Subramanian	6-12
3	Demonstration and evaluation of the effect of foliar application of potash on the growth and yield of seed cotton in ecological zone of Bahawalnagar Laila Khalid, Mueen u din, and Mushtaq Ali	13-17
4	Impact of promotional mix on customer based braned equity: Mediating effect of brand image a case study of beverage industry in Pakistan Sundeed Moin, Sajjad Baig, Ahsan Iqbal, Qaira Aziz, Muzzammil Hussain and Mazher Farid Iqbal	18-27