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MANILA BROADCASTING COMPANY  
MAKATI CITY

FIELD STUDY

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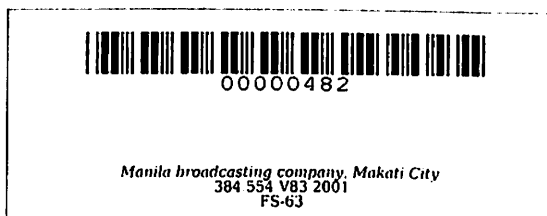
*Indang, Cavite*

*April 2001*

~~MANILA BROADCASTING COMPANY~~  
MAKATI CITY

Field Study Report  
Submitted to the Faculty of the  
Cavite State University  
Indang, Cavite

In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Economics)



**VERONICA E. VITERBO**  
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## **ABSTRACT**

**VITERBO VERONICA EUGENIO “Manila Broadcasting Company, Makati City” Undergraduate Field Study, Bachelor of Science in Business Management, Major in Economics, Cavite State University, Indang, Cavite, April 2001 Adviser: Mr. Adonis N. Meñez.**

A four-month field study was conducted from August 21 to December 23, 2000 at the Manila Broadcasting Company (MBC). It aimed to expose the student trainee to the management practices and operations. Specifically, it aimed to enable the student get expose to and, if possible, learn the activities in the operation department and identify problems encountered by the firm and recommend feasible solutions to the various problems identified. The study did not cover the function of finance division and industry profile because these were deemed confidential.

The data and information were gathered through observation and actual participation in work assignment and personal interview with the company employees. Other relevant information were gathered from Securities and Exchange Commission (SEC), Kapisanan ng Broadkaster ng Pilipinas (KBP) and Tagaytay Library.

The field study provided the trainee the proper exposure to real broadcasting company situations. It is also provided experience and ideas regarding the activities in the company. The insufficient training and orientation on the operation of the company is the weakness of the trainee and thus, should be given more emphasis. Therefore, in choosing the firm, it is better to choose the company earlier which offer training program to students.

The University should provide the students the proper training regarding their respective course. To improve the conduct of the field study, the coordinator should have

contact person to the firms and personally meet the representative of the firm to see to it that the students will be assigned to the area in accordance with the field specialization.

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MANILA BROADCASTING COMPANY<sup>1/</sup>  
MAKATI CITY

**Veronica E. Viterbo**

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## **INTRODUCTION**

Everyone lives in an age of “instant” communication by radio, television, telephone and fax. Events are heard and seen live as they happen even though they are taking place on the other side of the world .

Many people contribute to the development of radio which is one of the many inventions. The existence of radio waves was predicted by the British mathematician Clerk Maxell in the middle of 19<sup>th</sup> Century. Hertz, a German scientist was the first man to generate the radio waves in 1888 (Junior World Encyclopedia , 1996).

Radio broadcasting is the transmission by radio waves of entertainment, information, and other material intended for public reception by an unlimited number of receivers. Because it reaches million of persons, radio can profoundly be affected by history and culture.