1.) Explain why businesses need marketing:

From the earliest days of trade, marketing has been necessary for businesses to thrive. Simply having a good product is not enough; customers must be aware of the product, know where to find it, and perceive it as a good value. Effective marketing ensures that these conditions are met, enabling customers to make informed purchasing decisions. If a product fails to meet customer expectations in terms of quality or value, it can harm the business's reputation and sales.

2.) Understand how marketing developed as part of a business.

Initially, many people were self-sufficient, producing or finding everything they needed. However, as societies developed, individuals began to barter—exchanging goods and services based on mutual value. This early form of marketing laid the groundwork for more complex systems.

3.) Describe the functions of a business.

Functions of Business
Marketing is one of several core functions within a business, alongside production, operations, accounting and finance, and management. Each function plays a crucial role in the business's success:

- **Production:** This encompasses obtaining raw materials, processing them, and manufacturing products or providing services to fulfill consumer needs.
- **Operations:** Ongoing activities that support production, such as maintaining equipment and managing logistics, are vital for efficiency.
- **Accounting and Finance:** These functions manage the financial resources necessary for operations, including budgeting, financing, and record-keeping.
- **Management:** Involves planning, organizing, and overseeing business activities, ensuring all functions work cohesively toward common goals.

Importance of Coordination Among Functions
The effectiveness of a business relies on the seamless coordination of its various functions. Poor integration can lead to inefficiencies, such as unsold products or wasted resources, ultimately harming customer service and satisfaction. Competitors who better manage their operations can capitalize on these shortcomings.