```php
<?php
function greet($name) {
    return "Hello, $name!";
}

echo greet("John") . "<br>";

function add($a, $b) {
    return $a + $b;
}

echo "Sum: " . add(5, 3) . "<br>";

function multiply($a, $b = 2) {
    return $a * $b;
}

echo "Product: " . multiply(5) . "<br>";
echo "Product: " . multiply(5, 4) . "<br>";

function subtract($a, $b) {
    return $a - $b;
}

$subtractionResult = subtract(10, 4);
echo "Subtraction: $subtractionResult<br>";

function factorial($n) {
    if ($n == 0) {
        return 1;
    } else {
```

```php
        return $n * factorial($n - 1);
    }
}

echo "Factorial of 5: " . factorial(5) . "<br>";
?>
```

Output :

Hello, John!

Sum: 8

Product: 10

Product: 20

Subtraction: 6

Factorial of 5: 120