1)It is possible to store data in segment registers but is not recommended as this is not the use case of segment registers, they are used to point at blocks of memory which are accessible. They work with general registers to access memory.

2) The purpose of GPR is to keep a number or a variable. there are 4 general purpose registers (AX,BX,CX, DX) . Since registers are located inside the CPU, they are much faster than a memory. Accessing a memory location requires the use of a system bus, so it takes much longer. Accessing data in a register usually takes no time.