Answer no:1

Segment register is used to access blocks in memory by pointing.We can store any value in segment register but segment registers work with general purpose register to access any memory value,This operation cant be done with another register and registers are limited so Its a bad idea to to store any data in the segment registers.

Answer no:2

General purpose register can store temporary data, we can store temporary variable data in Gpr

Example

MOV BX 1

We can store 16 bits and it is divided into two 8-bit registers. It's called lower 8bit & upper 8bits.